

UNDERSTANDING TOURISTS' MOTIVATION ON
WELLNESS CENTER IN MALAYSIA

YONG ZI YEE

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2023

UNDERSTANDING TOURISTS' MOTIVATION ON
WELLNESS CENTER IN MALAYSIA

BY

YONG ZI YEE

A final year project submitted in partial fulfilment of the
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2023

Copyright @ 2023

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

DECLARATION

I hereby declare that:

(1) This undergraduate research project is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 11,708.

Name of Student:

1.Yong Zi Yee

Student ID:

20UKB05269

Signature:



Date: 12 December 2023

ACKNOWLEDGEMENTS

I consider myself to be really fortunate since, throughout the course of the seven months of study, I have had the privilege of meeting many professionals and exceptional people who are eager to dedicate their time and energy to this project. As a result, I would like to use this chance to sincerely thank the individuals and groups that have helped me during my graduate studies.

Above all, I want to thank Ms. Rae Hooi, my research supervisor, from the bottom of my heart. Her excitement, perceptive remarks, and kind direction have been really helpful to me during my entire study effort. She gave up valuable time so that she could always be there for me when I needed it, listen to me, and make sure I was headed in the right direction. We couldn't have finished this project without her help and direction. In addition, I would like to thank Ms. Goh Poh Jin, my second examiner, for his insightful and helpful remarks on my research thesis, which I hope will lead to even greater progress.

In addition, I would like to express my gratitude to Universiti Tunku Abdul Rahman (UTAR) for providing me with an excellent learning experience that allowed me to further explore my academic progress. In addition, this research cannot be finished without the respondents' ongoing assistance and insightful feedback. Their efforts and generosity were greatly appreciated, since they provided insightful information for this study. Lastly, In addition, much gratitude would also like be expressed to the UTAR as I have enjoyed the facilities provided by the school, such as online library to access the journals when needed.

DEDICATIONS

My dear supervisor, Ms. Hooi Pik Hua @ Rae Hooi, who led, mentored, and helped me every step of the way to finish my research project, is honoured in this study.

Second, I would want to thank my family and friends for their support and tolerance in helping me with my research. In the absence of their unwavering assistance, I could not finish this research assignment.

Finally, this study is dedicated to all the participants who have given up their important time and worked hard to provide insightful answers to the questionnaires.

Table of Contents

Copyright	I
Declarations	II
Acknowledgements.....	III
Dedications	IV
List Of Tables	IX
List of Figures	X
List of Abbreviations	XI
Preface.....	XII
Abstract.....	XIII
1.0 Introduction.....	1
1.1 Research background	1
1.2 Research Problem.....	2
1.3 Research Question.....	4
1.4 Research Objectives	4
1.4.1 General Objectives	4
1.4.2 Specific Objectives	4
1.5 Significance of the Study	6
1.6 Conclusion.....	7
2.0 Introduction.....	8
2.1 Underlying Theories.....	8
2.2 Review of Variables	9
2.2.1 Tourists' Motivation.....	9
2.2.2 Attitude	10
2.2.3 Subjective Norms	11
2.2.4 Perceived Behavioral Control.....	12

2.2.5 Cultural Aspect.....	13
2.2.6 Relaxation.....	14
2.2.7 Satisfaction in Experience	14
2.2.8 Destination Loyalty	15
2.3 Conceptual Framework	17
2.4 Hypothesis Development	18
2.5 Conclusion	18
3.0 Introduction.....	19
3.1 Research Design.....	19
3.1.1 Quantitative Research.....	19
3.2 Data Collection Method	20
3.2.1 Primary Data.....	20
3.2.2 Secondary Data.....	20
3.3 Sampling Design	21
3.3.1 Target population	21
3.3.2 Sampling Frame and Sampling Location	21
3.3.3 Sampling Element.....	21
3.3.4 Sampling Technique	21
3.3.5 Sampling Size.....	22
3.4 Research Instrument.....	24
3.4.1 Questionnaire Design	24
3.4.2 Scale of measurement.....	24
3.4.3 Pilot Test.....	25
3.5 Construct Measurement.....	26
3.6 Proposed Data Analysis Tool	30
3.6.1 Data Analysis.....	30
3.6.2 Descriptive Analysis.....	30

3.6.3 Reliability Test.....	30
3.6.4 Inferential Analysis.....	31
3.7 Conclusion	31
4.0 Introduction.....	32
4.1 Descriptive Analysis.....	32
4.1.1 Demographic Profile of Respondents.....	32
4.1.1.1 Gender	32
4.1.1.2 Age.....	33
4.1.1.3 Education.....	34
4.1.1.4 Occupation.....	35
4.1.1.5 Monthly Income (RM).....	36
4.1.1.6 Times taken/experienced wellness tourism within the past 24 months	37
4.1.1.7 Duration of a Travel Trip	39
4.1.1.8 Way of Organizing a Trip	40
4.1.1.9 Preference of Travelling	41
4.1.1.10 Preference of Wellness Tourism Activities	42
4.2 Inferential Analysis	44
4.2.1 Reliability Test.....	45
4.2.2 Measurement Model.....	46
4.2.3 Structural Model.....	49
4.3 Conclusion	51
5.0 Introduction.....	52
5.1 Discussions of Major Findings.....	52
5.1.1 Hypothesis 1	53
5.1.2 Hypothesis 2	53
5.1.3 Hypothesis 3	53
5.1.4 Hypothesis 4	54

5.1.5 Hypothesis 5	54
5.1.6 Hypothesis 6	55
5.1.7 Hypothesis 7	55
5.2 Implications of the Study	55
5.2.1 Theoretical Implications	55
5.2.2 Managerial Implications	56
5.3 Limitation of the Study	57
5.3.1 Other Variables	57
5.4.1 Area Coverage	57
5.4 Recommendation of the Future Research	57
5.3.2 Mixed Method	57
5.4.2 Longitudinal Studies.....	58
5.5 Conclusion	58
References.....	59
Appendix A: Survey Questionnaire	67

LIST OF TABLES

Table 3.3.5.2 Number of Item Variable	23
Table 3.5 Origin of Construct	26
Table 4.1 Gender.....	33
Table 4.2 Age.....	33
Table 4.3 Education	34
Table 4.4 Occupation	36
Table 4.5 Monthly Income (RM).....	37
Table 4.6 Times Taken/Experienced Wellness Tourism Within the Past 24 Months	38
Table 4.7 Duration of a Travel Trip.....	39
Table 4.8 Way of Organizing a Trip	40
Table 4.9 Preference of Travelling	41
Table 4.10 Preference of Wellness Tourism Activities	42
Table 4.2.1: Reliability and Validity Test.....	45
Table 4.2.2.1: Collinearity Statistic (VIF) Results	46
Table 4.2.2.1: Discriminant Validity (HTMT) Results.....	47
Table 4.2.3.1: R- Square Result	49
Table 4.2.3.1: Path Coefficient Results	49
Table 5.1 Summary Results for Major Discussion of Findings.....	52

LIST OF FIGURES

Figure 1.1 Health and Wellness Market Value by 2032.....2

Figure 2.1 Theory Of Planned Behavior (TPB).....8

Figure 2.3 Conceptual Framework 17

Figure 3.3.5.1 G-Power Results22

Figure 3.4.3.1: Pilot Test Reliability Test Results25

Figure 3.4.3.2: Pilot Test VIF Results26

Figure 3.5: Range of Cronbach’s Alpha’s Value.....31

Figure 4.1 Gender32

Figure 4.2 Age33

Figure 4.3 Education34

Figure 4.4 Occupation.....35

Figure 4.5 Monthly Income (RM)36

Figure 4.6 Times Taken/Experienced Wellness Tourism Within the Past 24 Months37

Figure 4.7 Duration of a Travel Trip39

Figure 4.8 Way of Organizing a Trip.....40

Figure 4.9 Preference of Travelling41

Figure 4.10 Preference of Wellness Tourism Activities42

Figure 4.2 Path Model.....44

Figure 4.2.2.1: Discriminant Validity (HTMT) Results48

LIST OF ABBREVIATIONS

CAGR	Compound Annual Growth Tate
WTO	World Tourism Organisatio
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
CSR	Corporate Social Responsibilities
A	Attitude
SN	Subjective Norms
PBC	Perceived Behavioral Control
R	Relaxation
S	Satisfaction in Experience
DL	Destination Loyalty
VIF	Variance Inflation Factor
CA	Cronbach's Alpha
CR	Composite Reliability
HTMT	Heterotrait-monotrait ratio of correlations
WT	Wellness Tourism

PREFACE

Something fascinating is happening in the travel industry: individuals are looking for ways to feel better while they travel, rather than just going places. This study investigates the reasons behind visitors' preference for wellness centres in Malaysia. Consider this: some people are looking for locations that help them feel refreshed and at ease rather than just for sightseeing. Malaysia is a special place for this kind of travel because of its varied landscapes and expanding wellness industry.

The goal of this research is to better understand why individuals choose to travel for wellness purposes rather of focusing only on data and figures. We aim to look further into the motivations that surpass an ordinary vacation. Why would someone choose to go to a Malaysian wellness centre? Is it something else entirely, the appeal of contemporary spa facilities, or cultural traditions?

Hence, this study aims to understand tourists' motivation on wellness center in Malaysia by implementing the Theory of Planned Behavior (TPB).

ABSTRACT

Since the restrictions were lifted following Covid-19, the number of people visiting wellness centres has gradually increased. Thus, this paper investigates the tourists' motivation on wellness center in Malaysia. It is found out that there are several reasons that lead tourists to visit wellness center in Malaysia. Researchers have identified that Malaysian tourists are affected by the factors such as attitude, subjective norms, perceived behavioral control, cultural aspect, relaxation, satisfaction in experience and destination loyalty. Researchers will explain about the dependent variable and each of the independent variables in the literature reviews. The primary data were collected using Google Form. The sample size of the research is 300 respondents, and the targeted area is Klang Valley. Moreover, research instruments and construct management will be used to carry out the research. Researchers will also use the Smart PLS 4 to run the collected data from the survey questionnaires, and proceed with data processing and analysis. An interpretation of the result will be explained by the researcher using tables and graphs. Lastly, researchers will provide recommendations and detect the limitations throughout the whole research. This is to provide contribution for academics who are interested in the related field and tend to get a deeper understanding of the study. It also helps the organization in Malaysia to understand the needs and wants of the tourists while visiting wellness centers in Malaysia.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The purpose of this study is to better understand tourists' motivations for visiting a wellness centre in Malaysia. This chapter includes the research background and the problem overview, which is the tourists' motivation. The researcher will then state the research topic and objective. Finally, the significance of the research will be discussed in this chapter.

1.1 Research background

Individuals often travel to new places to explore different cultures and expand their horizons. Nevertheless, in today's fast-paced and stressful world, travel has taken on a different purpose. As travelers' interest in health grows as a result of COVID-19, wellness tourism is becoming more popular, with health playing an essential role in tourism growth in many nations. The popularity of wellness tourism is rapidly growing (Lee & Kim, 2023).

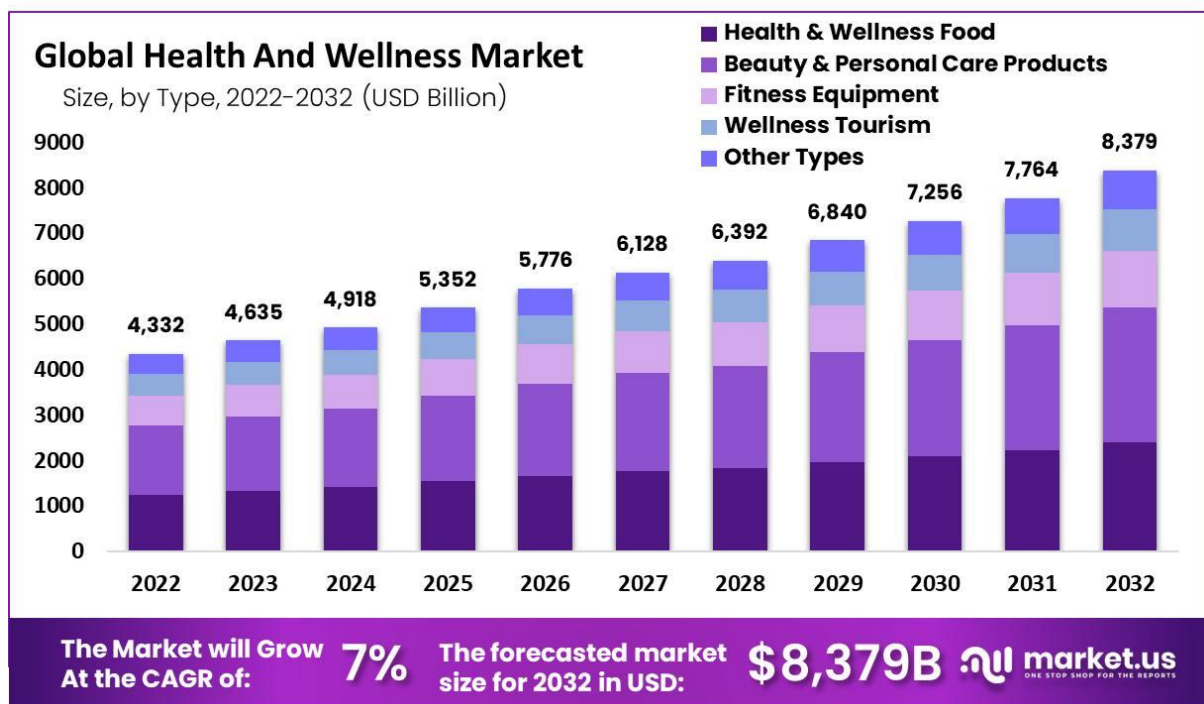
There is an obvious shift in travel preferences has emerged, with an increasing number of travellers seeking a different kind of vacation experience. Some individuals see it as an adventure, but a significant trend in the industry is wellness tourism. Wellness tourism is defined as “a phenomenon to enhance personal well-being for those traveling to destinations which deliver services and experiences to rejuvenate the body, mind and spirit” (Chen et al., 2008, p. 103). Hence, it focuses on promoting individuals' health and overall well-being through various physical, psychological, and spiritual activities. For instance, activities like mindfulness and meditation, providing an opportunity to find inner peace and balance. Besides, some individual prefers going to wellness center that allow them to recharge and revitalize their minds and bodies. Wellness tourism offers travellers a chance to prioritize self-care, escape from daily stressors, and embrace activities that nourish their physical and emotional health.

As this trend continues to gain popularity, more travellers are seeking meaningful experiences that contribute positively to their well-being. Wellness-focused travel not only offers a chance for relaxation and rejuvenation but also serves as a pathway for self-discovery and a deeper connection with one's inner self. According to New Straits Times (2019), wellness tourism is the fastest growing travel sector in the world, and Malaysia is one of the top ten wellness tourism sectors in Asia Pacific, with RM20.5 billion in expenditures and 8.3 million trips, with a growing demand for wellness vacations and packages, particularly to Malaysia.

1.2 Research Problem

Firstly, with a rising number of destinations and businesses offering wellness-related products and services, wellness tourism has evolved as a highly competitive market. According to Peng et al. (2020), individuals who are in the 18-25 years age groups are strong prospects for marketing and promotion, as they are gradually replacing the Baby Boomers and Generation X, hence they are known as the young adults. As the popularity of wellness tourism continues to rise, the market becomes saturated with destinations offering such experiences. This saturation leads to heightened competition among destinations, making it crucial for them to stand out and provide distinctive offerings.

Figure 1.1 Health and Wellness Market Value by 2032



Source: Health and Wellness Market Value Surge at 7% CAGR By 2032. (2023, June 19).

Report title - health and wellness market. issuu.

https://issuu.com/marketu/docs/health_and_wellness_market/s/26644748

According to Market.U.s. (2023), The Health and Wellness Market is expected to be valued USD 4,332 billion in 2022 and USD 8,379 billion by 2032, increasing at a Compound Annual Growth Rate (CAGR) of 7% from 2022 to 2032.

According to Li & Huang (2022), Gen Z's young spending power is progressively becoming the backbone of China's consumer market. Academic institutions and market agencies are increasingly focused on Gen Z's consumer idea, behavioural features, and lifestyle. While there has been research on the motivations of wellness tourists in general, there remains a significant gap in understanding how these motivations vary across different market segments, such as age, gender, income level, and nationality. This lack of comprehensive insights presents a challenge for organizations and destinations seeking to develop solutions that cater to the individual demands and preferences of diverse consumers. In the past, wellness tourism was often associated with older citizens and their lifestyle choices. However, there has been a noticeable shift in recent times, as an increasing number of young Chinese travelers are now embracing wellness tourism for the purpose of health preservation.

Besides, there is a shift in our perception of health: rather than focusing solely on resolving an illness through the use of a specific medical therapy, it is now viewed more in terms of preventive, with health-preserving or, preferably, health-promoting approaches (Schmude et al., 2021). This change can be attributed to the rising awareness of health and well-being among the younger generation. As young adults prioritize their physical and mental health, they seek travel experiences that go beyond mere leisure and exploration. In-depth travels centered around health preservation have become more appealing, offering them opportunities to rejuvenate, de-stress, and recharge.

The shift toward wellness-focused travel among young Chinese can also be linked to changing societal attitudes. Health has become a prominent value, and individuals are increasingly proactive in taking care of themselves. As a result, they view wellness tourism as a means to invest in their long-term health and vitality (xuxin, 2018).

According to Department of Statistics Malaysia (2022), due to state border restrictions and the COVID-19 lockdown, domestic tourism spending in Malaysia decreased by 54.5% to RM18.4 billion in 2021. Comparing this 2022 to 2021, the number of tourists and tourism-related spending fell by 49.9% and 50.7%, respectively. Nevertheless, the Malaysian government is happy about the economic recovery and expansion of tourism in Malaysia (Mahavera, 2023). According to data from the World Tourism Organisation (WTO), foreign arrivals in the first quarter of 2023 amounted to 80% of pre-pandemic levels, indicating a comeback in the global tourism sector. When compared to the same period in 2022, this value more than doubled, demonstrating a strong recovery. According to the report, Malaysia anticipates a gradual

recovery to pre-pandemic levels, with the total revenue estimated to reach RM76.8 billion and the number of foreign tourists likely to reach 23.5 million by 2025.

Additionally, there is a claim that motivation comes before attitude and that motivation can affect attitude. Very few research in the tourism area have looked into the connection between travellers' attitudes and their desire for travelling (Pereira et al., 2019). According to Jiang et al. (2022), travel intention is more influenced by subjective norms, or the approval of significant individuals, than by more strictly personal characteristics, such as perceived behavioural control. This emphasises how crucial it is to place each visitor's intents into the context of their social relationships—a method that has historically received less attention. Hence, the theory of planned behavior (TPB) is used in this research.

1.3 Research Question

This study aims to answer the following research question:

- i. What are the perceptions of tourists towards visiting wellness center in Malaysia?
- ii. How Theory of Planned Behavior could be modified to enhance its applicability in predicting tourists' motivation in visiting wellness center in Malaysia?

1.4 Research Objectives

The research objective has generated two objectives which are the general objectives and specific objectives.

1.4.1 General Objectives

The main root of this research is to understand tourists' motivation for wellness centers in Malaysia.

1.4.2 Specific Objectives

- i. To determine if there is a significant relationship between attitude and tourists' motivation for wellness centers in Malaysia.
- ii. To determine if there is a significant relationship between subjective norms and tourists' motivation for wellness centers in Malaysia.

iii. To determine if there is a significant relationship between perceived behavioral control and tourists' motivation for wellness centers in Malaysia.

iv. To determine if there is a significant relationship between attraction and tourists' motivation for wellness centers in Malaysia.

v. To determine if there is a significant relationship between relaxation and tourists' motivation for wellness centers in Malaysia.

vi. To determine if there is a significant relationship between satisfaction and tourists' motivation for wellness centers in Malaysia.

vii. To determine if there is a significant relationship between destination loyalty and tourists' motivation for wellness centers in Malaysia.

1.5 Significance of the Study

Firstly, the significance of this research to bridge the existing gap in understanding tourists' motivations for visiting wellness center in Malaysia. Hence, the focus will be on the viewpoints of local young adult consumers. By examining the motivations of these specific consumer groups, the research seeks to gain insights into what drives them to choose wellness center in Malaysia.

During the Covid-19 period, Malaysia has been placed under lockdown; However, currently the daily Covid-19 cases are now on the decline stage, and many patients have received the necessary treatment. For instance, getting the booster vaccination. With the situation improving, individuals are starting to travel outside once again. However, there is a growing interest in seeking out wellness centers for both relaxation and health-related reasons. Therefore, the significance of this research is to bridge the existing gap in understanding tourists' motivations for visiting wellness center in Malaysia.

Secondly, it is important for this research as individuals are now eager to prioritize their well-being and find ways to de-stress and rejuvenate after a certain period of staying indoors and adhering to restrictions. Therefore, wellness tourism offers a range of services and activities that fulfil to these needs, providing opportunities for relaxation, mindfulness, and overall health improvement.

Furthermore, wellness centers are becoming popular destinations as individuals recognize the importance of self-care, not only to unwind but also to boost their immune systems and enhance their overall health. Involving in wellness activities has become an attractive option for those looking to maintain a healthy lifestyle and strengthen their resilience.

While the Covid-19 situation continues to improve and restrictions ease further, the demand for wellness centers is likely to grow. Wellness centers play an important role in promoting physical and mental well-being, offering a safe and nurturing environment for individuals to focus on their health and personal growth. Besides, as individuals are embracing the idea of wellness and its positive impact on their lives by approaching to relaxation, rejuvenation, and health enhancement in wellness centers. Therefore, the significance of this research is to understand the reason young adult's motivation for wellness tourism.

Lastly, this emerging trend represents an exciting opportunity for the wellness tourism industry, especially when the market starts to expand its appeal to a broader and younger audience. As

young travelers continue to seek meaningful and transformative experiences, wellness tourism is poised to flourish as a valuable means of promoting health and well-being while exploring the world.

Thus, this study aims to uncover what attracts young adults to wellness-focused locations in the country. Through understanding their motivations, like relaxation, satisfaction in experience, or destination loyalty, the research aims to reveal the preferences and interests of this specific age group. Besides, it also focusses on local young adult consumers to find potential differences or similarities in motivations between the two groups. This helps to understand if wellness tourism appeals to young adults from different cultural backgrounds and how it aligns with their expectations and aspirations. Therefore, the study is significant as it seeks to understand the motivation of young adults, enhancing market understanding and providing a competitive advantage for the wellness and tourism industry.

In conclusion it is significant to have this research to understand the motivations of young adult consumers visiting wellness center. This also benefits tourism stakeholders where they can optimize their services and experiences, providing more fulfilling and satisfying visits for this market segment. Hence, the research aims to enhance the appeal and competitiveness of wellness tourism in Malaysia among young adult travellers, fostering continued growth and success in the industry.

1.6 Conclusion

This chapter introduced the research background and problem. It has also provided the general and specific research aims, as well as the significance of the study. A literature study will be done in the following chapter to understand tourists' motivation on wellness center in Malaysia where it includes the benefits and factors. This will serve as the framework for the succeeding chapters, which will include the research methods, results, and discussions.

CHAPTER 2: LITERATURE REVIEW

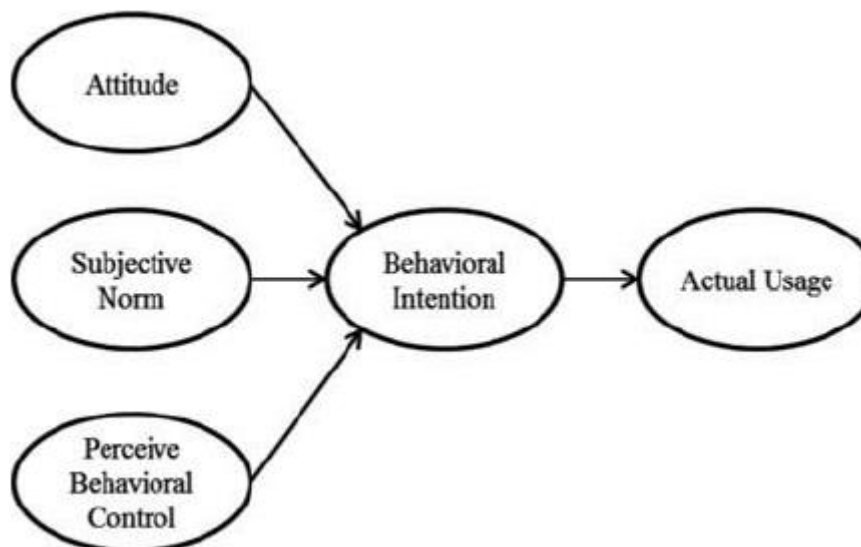
2.0 Introduction

The independent and dependent variables and how they relate to the underlying theories will be explained in this chapter. Attitude, subjective norms, perceived behavioural control, attraction, relaxation, satisfaction in experience, and destination loyalty are the seven independent factors that can be used to assess tourists' motivation on wellness centres in Malaysia. Aside from that, the researcher will identify the conceptual framework in order to illustrate the relationship between the variables. In this chapter, the researcher will also summarise the literature review from journals and previous study.

2.1 Underlying Theories

Researcher has identified various factors that affect tourists' motivation on wellness center in Malaysia. Hence, the Theory of Planned Behaviour will be used for this research.

Figure 2.1 Theory Of Planned Behavior (TPB)



Source: Fumiyo, Kondo. (2014). A Cross-National Analysis of Intention to Use Multiple Mobile Entertainment Services. *Journal of Global Information Technology Management*. 17. 45-60. 10.1080/1097198X.2014.910991.

The behaviour of a tourist keeps attracting the interest of tourism experts who aim to understand the factors behind travellers' decisions to engage in suitable tourism behaviour. Behavioural theories were also used to explore how tourist motives serve to develop tourist attitudes and how these attitudes add to behavioural intents in order to explain and comprehend the rationale

behind tourist decisions (Lam & Hsu, 2004; March & Woodside, 2005). One of the most widely studied consumer behaviour prediction models is the theory of planned behaviour (TPB), which is an extension of the theory of reasoned action (TRA) (Ajzen, 2005; Fishbein & Ajzen, 1977).

2.2 Review of Variables

2.2.1 Tourists' Motivation

According to Beerli and Martn (2004), "motivation is the need that drives an individual to act in a certain way to achieve the desired satisfaction" (Beerli and Martn, 2004:626). Wellness tourism represents a significant paradigm shift within the broader landscape of travel and healthcare. It is characterized by a conscious and deliberate choice of travelers to prioritize their well-being during their journeys. Besides, such trend has gained momentum due to the increasing recognition of the holistic nature of health, encompassing not only physical health but also mental, emotional, and spiritual well-being.

From the perspective of psychological theories, however, tourist motivation is a thorny issue to study (Singh et al., 2022). The concept of motivation has been utilised in tourism to investigate tourist behaviour and travel decision-making, which assists tourism operators in understanding tourists' demand during their visit to a certain area (Hashemi et al., 2015). Hence, traveller's interest in wellness services is evident in the diverse array of offerings provided by wellness establishments. Spas, which have traditionally been associated with relaxation, now offer a comprehensive spectrum of experiences tailored to cater to various aspects of well-being. Furthermore, the allure of experiences centered around thermal water immersion and other health practices highlights the desire for immersive and holistic well-being encounters.

Besides, wellness tourism experiences can serve as catalysts for long-term lifestyle changes. Tourists who engage in wellness practices during their travels in Malaysia often gain insights and inspiration to integrate these practices into their daily routines back home. Therefore, this can lead to sustained improvements in their overall well-being even after their journey concludes.

The interest in engaging in wellness tourism speaks to a transformative shift in travel preferences. This is because it reflects an evolving consciousness among travelers who seek experiences that not only provide relaxation and escape but also contribute to their overall well-being. Hence, such trend aligns with the broader global movement towards prioritizing health and embracing a proactive approach to leading a balanced and fulfilling life.

2.2.2 Attitude

The attitude of a tourist encompasses a combination of their perceptions, beliefs, preferences, and emotions related to wellness and healthcare. Individuals' attitudes towards a behaviour are represented by their attitudes. It is the result of salient beliefs and outcome judgements (Ajzen & Fishbein, 1980; Han & Kim, 2010).

Individuals establish favourable or negative attitudes towards engaging in this behaviour as a result (Bianchi et al., 2017). Traveller attitude has three components in the tourism context: cognitive, emotive, and behavioural. Besides, when a tourist possesses a positive attitude towards wellness and personal well-being, it can serve as a powerful catalyst for their interest in wellness centers. This could be due to a variety of factors, including a growing global awareness of the value of physical and mental health. Tourists with a proactive and health-conscious perspective may seek the rejuvenation, relaxation, and holistic care that wellness centres are known for giving. Furthermore, a mindset that prioritises self-care, self-improvement, and a balanced lifestyle may lead travellers to Malaysian wellness centres.

According to Soliman (2019), the first component is an evaluation made during the creation of an attitude, while the affective component is a psychological reaction showing visitors' preference for a place and the behavioural component is a spoken declaration of intention to visit that destination. As a result, travellers who are interested in incorporating wellness into their trip plans are likely to find the country interesting. Wellness centres in Malaysia can tailor their ambiance, services, and facilities to their attitudes and expectations, resulting in a pleasant and rewarding experience. In short, a tourist's attitude has a huge impact on their drive to seek out wellness experiences in Malaysia. This suggests the following theories:

H1: Attitude is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.2.3 Subjective Norms

Subjective norms are what people believe others anticipate or think about their actions—whether they should or should not do something. Furthermore, it is about what people who intend to do something believe, which may differ from what others actually believe (Yuzhanin & Fisher, 2016). What friends and family say can substantially affect whether someone decides to participate in wellness tourism in Malaysia, according to research. In other words, you may feel pressured to perform in a certain way by those around you. According to Ulker-Demirel and Ciftci (2020), these subjective norms, which serve as social pressure, might cause individuals to adjust their behaviour in certain scenarios. Furthermore, such individuals might exert pressure on organisations to revise wider initiatives, such as Corporate Social Responsibilities (CSR), on a regular basis.

Furthermore, subjective norms can influence a person's motivation to engage in wellness tourism activities is tied to the views and expectations of their social circle. For instance, interactions with peers, family, friends, and the broader social network. There is a significant impact on their attitude and desire to participate in wellness tourism when those around a person support and encourage wellness-related interests. Hence, subjective norms are important as wellness tourism is growing because the desire for well-being is often connected to cultural trends and shared values. This is because, when the people in a person's social circle adopt wellness-oriented lifestyles, that person is more likely to feel a subtle pressure to make choices in line with these shared ideas. Besides, such alignment can create a positive feedback loop where an individual's subjective norms and personal goals coincide, fostering an increased interest in wellness tourism activities. Thus, the influence of those around you can play a significant role in shaping your interest and involvement in wellness-related experiences

Therefore, an individual's subjective norms have a significant impact on their tendency to engage in wellness tourism. The sense of being influenced by their peers' actions, beliefs, and expectations has a substantial impact on their decisions. This relationship is especially visible in the context of wellness tourism, where personal decisions that are aligned with established cultural standards can have a substantial impact on an individual's desire to participate in wellbeing-related events. This suggests the following theories:

H2: Subjective norms is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.2.4 Perceived Behavioral Control

Ajzen (1991) defines perceived behavioural control as the perception of the ease or difficulty of doing the behaviour. As seen in the Theory of Planned Behaviour picture above, perceived behavioural control influences behaviour indirectly via behavioural intention. According to theory, if people believe they have little or no control over the behaviour because of insufficient circumstances, they will have a low intention to do the behaviour, even if their attitudes and subjective norms are good (Madden & Ajzen, 1992). As a result, the significance of these components in describing behavioural intentions differs depending on the situation (Ajzen, 1991).

This assurance might come from a variety of sources. Personal experiences matter; if someone has previously successfully participated in wellness activities, they are more likely to feel confident about participating in comparable activities in the future. Furthermore, self-efficacy (confidence in one's ability to carry out specified behaviours) leads to perceived behavioural control. People who have a strong feeling of self-efficacy are more likely to feel in control of their actions, including participating in wellness tourism activities.

Besides, perceived behavioral control entails thinking about probable obstacles and determining whether one has the requisite abilities, resources, and support to overcome them. Internal elements such as personal talents and physical condition, as well as external factors such as available guidance, information, and facilities at wellness centres, can all have an impact on this rating.

In short, an individual's decision to participate in wellness tourism activities is influenced by perceived behavioural control. A high belief in their abilities to overcome prospective problems can increase their motivation to participate in these events. It encourages people to get out of their comfort zones, try new health activities, and embark on a path of self-improvement and well-being while travelling. This suggests the following theories:

H3: Perceived behavioral control is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.2.5 Cultural Aspect

The cultural aspect, according to Park et al. (2019), refers to the novelty of culture that gives tourists with fresh knowledge and insight. Tourists discover new foods, cultural activities, events, music, and lifestyles while visiting a destination. Tourists visiting Malacca to see historical sites such as old buildings from the Portuguese, Dutch, and British colonial eras coexist with historic shop lots created by influential Chinese merchants.

Tourist image that Malaysia presented had varied over the years, it was initially 'Beautiful Malaysia' then 'Only Malaysia', following that 'Fascinating Malaysia' and now 'Malaysia, Truly Asia'. The goal of tourism marketing activities and promotional materials is to position Malaysia as a preferred tourist destination (Mohd Karim & Sakdan, 2019). Tourism marketing activities and promotional materials have a significant impact on the formation of these images and narratives. These efforts are planned to create a specific image of Malaysia in the minds of potential tourists. The goal is to create a sense of curiosity and a desire to explore the country.

Thus, the effort to promote Malaysia as a tourist destination involve showcasing its diverse features, such as historical landmarks, natural beauty, lively festivals, and the warmth of its people. Inspiring travellers to choose Malaysia for their next adventure by presenting it as a preferred destination is what the marketing strategies aim to achieve. Taglines evolving, like 'Malaysia, Truly Asia,' conveys the concept that Malaysia encapsulates the rich cultures and lifestyles found across Asia.

Furthermore, suuh marketing approaches reflect Malaysia's ability to adapt to changing tourist preferences and perceptions. Evolution in taglines over time illustrate the country's commitment to providing tourists with captivating and culturally enriching experiences. Therefore, Malaysia's tourism image evolves through targeted marketing initiatives, emphasizing its dedication to offering visitors diverse and culturally immersive encounters. This suggests the following theories:

H4: Cultural aspect is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.2.6 Relaxation

The motivations of yoga tourists at a wellness tourism site were discovered to be strengthening their emotional well-being and improving their physical fitness (Kim et al., 2016). One of the key motives for first-time tourists to a wellness tourism destination was recognised as stress reduction and relaxation (Lim, Kim, & Lee, 2015).

According to Kim et al. (2016), one of the most prominent motivators for travellers to visit wellness tourism locations is relaxation and escapism. In reaction to these opposing lifestyles, the concept of spa resorts arises. These resorts are intentionally built to provide a setting that alleviates the stresses of city life. A spa resort's ambiance is deliberately crafted to promote relaxation, comfort, and a vacation from mundane tasks.

A spa resort's soothing and calming ambiance is accomplished by factors such as peaceful design, soothing music, and therapeutic scents. These elements work together to stimulate the senses, resulting in a state of relaxation and calm. Furthermore, the services provided by these resorts, such as massages, water therapy, meditation, and yoga, are aimed at improving total well-being.

Besides, wellness tourism also includes mental and emotional well-being. Visitors are urged to unwind, disconnect from their daily routines, and immerse themselves in rejuvenating moments. Therefore, this break from the stresses of city life can result in lower stress hormone levels, improved mood, and enhanced general psychological wellness. This suggests the following theories:

H5: Relaxation is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.2.7 Satisfaction in Experience

According to Lee and Kim (2023), contentment is measured by the gap between the consumer's expectations prior to purchase and their actual perception following purchase. Tourist satisfaction is a key aspect in destination marketing success because it influences destination choice, product and service consumption, and revisit behaviour (Lim, Kim, & Lee, 2016). Tsai (2020) discovered that travellers' eudaimonic experiences influence their contentment. Because wellness tourism is a relatively new type of tourism, in-depth studies on various factors influencing positive behavioural intentions, such as flow and satisfaction with wellness tourism

participation programmes, should be conducted, as satisfaction has been treated as a major study variable related to behavioural intention in tourism consumer behaviour (Lee & Kim, 2023).

The basis of visitor pleasure serves as a trigger for future visits to Malaysian wellness centres. When tourists experience pleasure, fulfilment, and happy emotions during their initial interactions with these health facilities, they develop a strong desire to duplicate and prolong those great experiences. This fundamental link between happiness and intent to return captures the core of how a satisfying wellness encounter sets the groundwork for a sustained and strong engagement between tourists and Malaysian wellness centres. This suggests the following theories:

H6: Satisfaction in experience is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.2.8 Destination Loyalty

Loyalty is regarded as a crucial component of tourist marketing (Dean & Suhartanto, 2019; Lv et al., 2020), with tourist experience and satisfaction serving as the primary drivers of tourist loyalty (Cosso-Silva et al., 2019; Kim et al., 2019). The literature also finds a linked relationship between tourism attractions and tourism locations (Bhat & Darzi, 2018; Liu et al., 2020), and that the services provided by the attraction may influence the tourist's propensity to return to the destination (Brandano Maria et al., 2019). As a result, destination loyalty is more than just a one-time decision to visit a location; rather, it demonstrates a continual commitment based on excellent past encounters. When tourists have had memorable and rewarding trips to a destination, they build a desire to return. This drive arises from a need to relive excellent experiences, develop new ones, and further explore what the destination has to offer. As a result, when a place hits a personal chord with them, it evokes feelings of attachment and liking. This emotional tie effects their decision-making when planning future vacations, as individuals prioritise returning to a location with fond memories and meanings.

Since the year 2000, Malaysia's tourism business has grown dramatically (Giap et al., 2016). Malaysia was named one of the top three tourism destinations in Southeast Asia in 2017 (Travel and Tourism Competitiveness Report, 2017). This demonstrates that Malaysia is a popular holiday destination for international travellers in the region. However, Mohamad et al. (2014)

find that the number of repeat visitors among international tourists visiting Malaysia was lower than the number of first-time visitors, indicating a low level of destination loyalty (Chi & Qu, 2018). Destination loyalty is connected with the larger context of developing a sustainable tourism business. Fostering visitor loyalty can lead to repeat business, excellent evaluations, and a solid foundation for economic success for destinations. It promotes locations to constantly provide great experiences that meet or exceed the expectations of tourists.

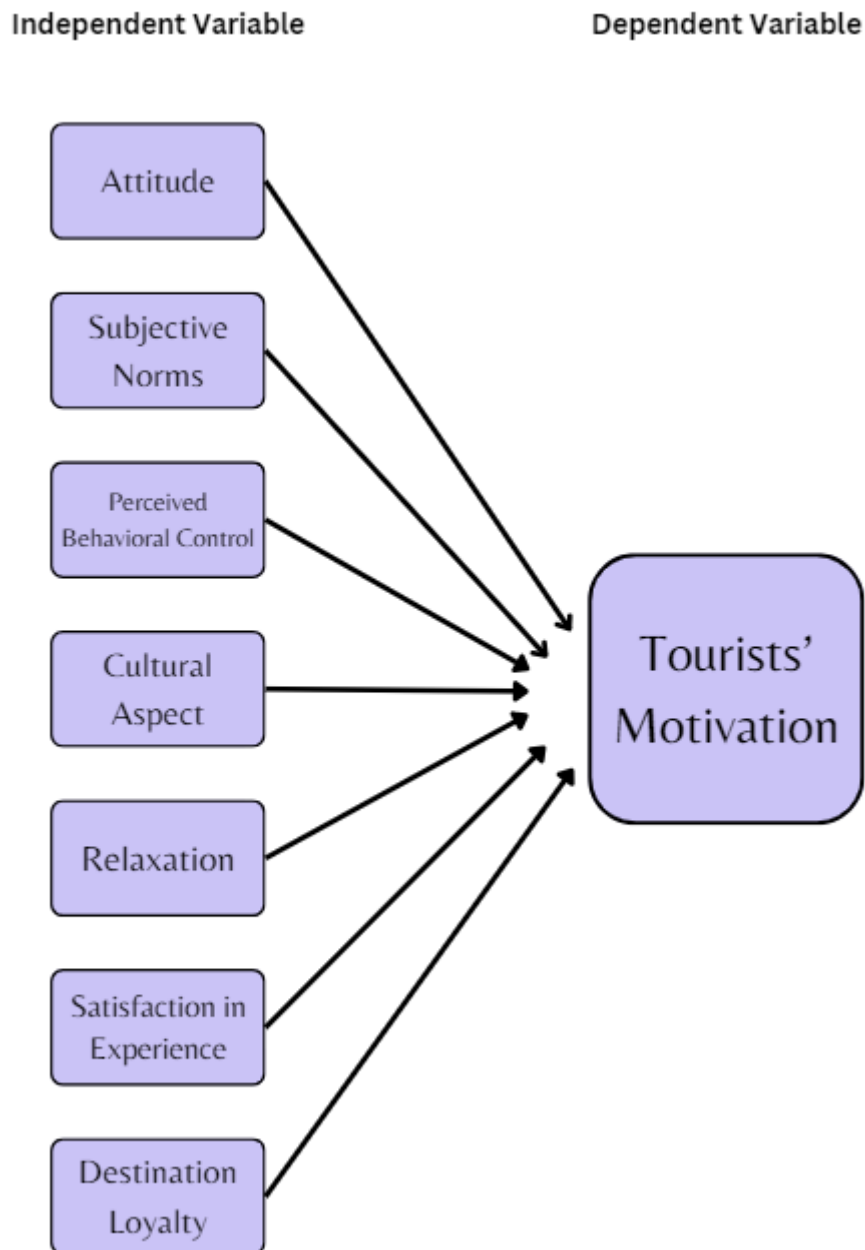
In short, destination loyalty includes more than just a desire to return. This entails a strong emotional attachment, commitment, and passion for a specific location. Tourists who return to a location for recurrent visits, suggest it to others, and become advocates for its distinctive attributes contribute to its success. Thus, understanding and creating destination loyalty becomes an important component of a location's overall tourism strategy as it aims to attract and retain tourists to visit Malaysian wellness centres. This suggests the following theories:

H7: Destination loyalty is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.3 Conceptual Framework

The conceptual framework of this study proposes that tourists' motivation on visiting wellness center in Malaysia is influenced by Attitude, Subjective Norms, Perceived Behavioural Control, Cultural Aspect, Relaxation, Satisfaction in Experience, and Destination Loyalty.

Figure 2.3 Conceptual Framework



Source: Developed for the research

2.4 Hypothesis Development

H1: Attitude is positively related to tourists' motivation on visiting wellness center in Malaysia.

H2: Subjective norms is positively related to tourists' motivation on visiting wellness center in Malaysia.

H3: Perceived behavioral control is positively related to tourists' motivation on visiting wellness center in Malaysia.

H4: Cultural aspect is positively related to tourists' motivation on visiting wellness center in Malaysia.

H5: Relaxation is positively related to tourists' motivation on visiting wellness center in Malaysia.

H6: Satisfaction in experience is positively related to tourists' motivation on visiting wellness center in Malaysia.

H7: Destination loyalty is positively related to tourists' motivation on visiting wellness center in Malaysia.

2.5 Conclusion

In conclusion, chapter 2 explained the details of how the variables is formed by using relevant research materials. Besides that, a literature review of each variable, review of pro-environmental behaviour consumer behaviour, review and proposed conceptual framework and hypotheses of this research is being carried out.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Chapter 3 will discuss the research method practice by the researcher in the entire study process. Furthermore, this chapter will also analyze the study objectives that have been stated in Chapter 1. Research design, sampling design, data collection methods, and major statistical techniques will be specified and justify in this chapter.

3.1 Research Design

According to Mweshi & Sakyi (2020), the study of how to organise and perform empirical research, including the use of both quantitative and qualitative methodologies in cross-sectional and time series data collecting over time and space, is known as research design, and important decisions are made based on the findings of such studies.

3.1.1 Quantitative Research

In this study, quantitative research was used to improve the effectiveness of knowing the independent variables that significantly understands tourists' motivation on wellness center in Malaysia. According to Basias & Pollalis (2018), quantitative research is often defined as the empirical and methodical exploration of phenomena using numerical data processing and analysis, as well as mathematical and statistical analysis. It is quite good at addressing the "what" and "how" of a particular circumstance (Goertzen, 2017). According to Rahman (2017), quantitative research examines regularities in human lives by breaking down the social world into empirical components, known as variables, that may be represented numerically as rates or frequencies. Furthermore, quantitative research required to prove hypotheses, which in turn supported or rejected a theory (Atmowardoyo, 2018).

3.2 Data Collection Method

Hence, primary and secondary data is collected as a source of data for this research.

3.2.1 Primary Data

Information obtained on the variables of a research topic by academics or under their supervision/guidance is referred to as primary data. Because this type of content is obtained by scholars or under their supervision or guidance, it must be unique, legitimate, credible, unbiased, valid, and, most crucially, previously unpublished. The collecting of primary data is both costly and time-consuming (Ganesha & Aithal, 2022). This research questionnaire will be given to 300 people in Klang Valley. One of the quantitative methods is this. In order to assess the market, the researcher used a Google form to perform a questionnaire survey. The first sort of inquiry is a demographic profile question. The demographic questions are about the respondents' general information. Gender, age, income, and so on are examples of general information. The second type of questions are about the independent variables and dependent variable of the research.

3.2.2 Secondary Data

Information gathered by a party other than the researcher leading the current investigation is referred to as secondary data. Data obtained from existing sources such as textbooks, journal articles, case studies, and internet databases which is used for another main research objective is referred to as secondary data (Johnston, 2017). In this research, the secondary data used in this research is from different sources such as journals, textbooks, and other reliable online sources. By having secondary data, researchers can have a better understanding of the tourists' motivation on wellness center in Malaysia.

3.3 Sampling Design

3.3.1 Target population

The objective of this study is to determine the variables that will understand tourists' motivation on wellness center in Malaysia. In this study, the target respondents are young adults who understanding tourists' motivation on wellness center in Malaysia.

3.3.2 Sampling Frame and Sampling Location

A collection of source materials from which a sample is chosen is referred to as a sampling frame. Respondents in this survey are 18 and older, and the distribution area is Klang Valley. As a result, 300 sets of local consumer respondents were randomly distributed using a simple sampling procedure, with the target respondents providing the most straightforward and uncomplicated responses to the inquiry.

3.3.3 Sampling Element

The target respondents for this research project consisted of any perspective. For example, the target respondents could consist of undergraduates, postgraduates and workers who understand tourists' motivation on wellness center in Malaysia.

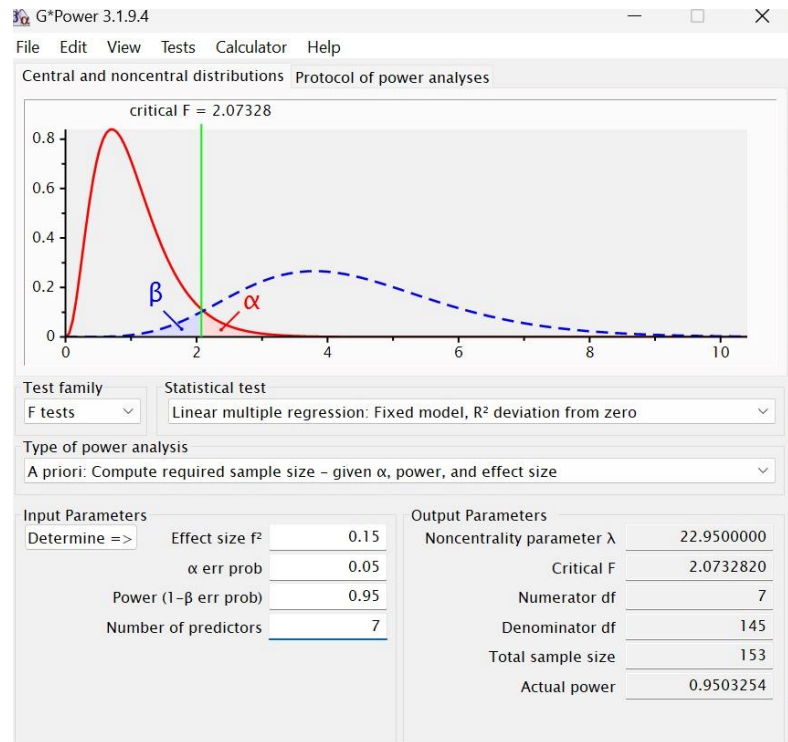
3.3.4 Sampling Technique

There are two sorts of sampling techniques: probability sampling and non-probability sampling. Non-probability sampling was used by the researchers in this study. Non-probability sampling is a sampling strategy in which samples are obtained in research procedures where not all persons in the community have equal chances of being selected (Zikmund et al., 2013). Convenience sampling, also known as grab, incidental, or opportunity sampling, is a strategy in which a sample is drawn from a population segment that is close at hand, easily available, or handy, according to Obilor (2023). Academics utilise convenience sampling, a non-probability sampling strategy, to collect data from a freely available and easily accessible pool of respondents. In convenience sampling, the researcher uses accessibility and convenience to determine who makes up the study sample. This means that the information obtained is only from persons who can be recognised and reached with minimal effort. As a result, the only need for the sampling method is that people be available and willing to participate.

3.3.5 Sampling Size

3.3.5.1 G-Power

Figure 3.3.5.1 G-Power Results



Source: Developed for Research

G*Power shows that the minimum sample size required for the study. According to Memon et al. (2020), researchers need to know the minimum sample size early on in order to make informed decisions and avoid problems with post-data collecting. Based on the source above, it shows the minimum sample size that is required for this study in order to understand tourists' motivation on wellness center in Malaysia which is 153 responses.

3.3.5.2 10-Times Rule

Table 3.3.5.2 Number of Item Variable

Variables	N of Items
Attitude	4
Cultural Aspect	4
Destination Loyalty	4
Perceived Behavioral Control	5
Relaxation	4
Satisfaction	3
Subjective Norms	3
Total	27

Source: Developed for research

According to Hair et al. (2017), the number of replies in a study should be at least equal to the greater of (1) ten times the highest number of indicators used to measure one thing or (2) ten times the maximum number of pathways in the study aimed at a given thing. So, the minimal number of respondents required for a questionnaire with seven variables and a total of 27 questions is 270.

Therefore, in this study 300 respondents will be the sample size for our study, and they distributed questionnaires to our target demographic—young adults who had visited wellness centres in Malaysia. This study's sample size of 300 was chosen because 300 respondents will be enough to complete the investigation. It also serves to reduce the possibility of inaccuracy in the data analysis.

3.4 Research Instrument

3.4.1 Questionnaire Design

The survey questionnaire is divided into two sections, A and B. Part A contains basic demographic information about the target respondents, such as gender, age, monthly income and educational background. Part B questions concern the four independent factors as well as the dependent variable. A measurement scale is separated into four levels: nominal, ordinal and interval, which progress from the lowest to the highest degree of measurement (Dalati, 2018).

3.4.2 Scale of measurement

3.4.2.1 Nominal Scale

A scale measurement known as nominal scale is applied for labelling variables that lack a quantitative value. Furthermore, for nominal variables, the reference level is defined as the level with the highest frequency in the data (Schweiker et al., 2020). For example, the gender respondent is divided into male and female categories.

3.4.2.2 Ordinal Scale

For ordered categories, the ordinal scale is employed. For example, from first to last, best to worst, and highest to lowest. An ordinal scale is a measurement scale that employs ordered variables, such as extreme satisfaction to extreme discontent (Stephanie, 2020). The Ordinary Scale is used to calculate age and monthly personal spending.

3.4.2.3 Likert Scale

Stephanie (2020) defines interval scales as "equal intervals with values that are used for something." In this study, respondents were asked to complete a questionnaire utilising a likert scale. The respondent may be given a five-point scale on which they can express how much they agree or disagree with a certain statement. The likert scale is utilised to assess the independent and dependent variables in this study. For example, attitude, subjective norms, perceived behavioural control, cultural aspect, satisfaction in experience, relaxation, destination loyalty, and tourists' incentive to visit a wellness centre are all factors to consider.

3.4.3 Pilot Test

A pilot test is undertaken in any research to guarantee that the validity is reached, according to Gani, Imtiaz, Rathakrishnan, and Krishnasamy (2020). It is a pre-test version of a research instrument used before to conducting the main study. Individuals who visited a wellness centre in Malaysia were given the pilot test. As a result, 30 sets of survey questionnaires were distributed to respondents, accounting for 10% of the sample size. The feedback of respondents on grammar faults and sentence errors is gathered for future improvement.

3.4.3.1 Reliability Test

Figure 3.4.3.1: Pilot Test Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
A	0.821	0.821	0.882	0.651
CA	0.778	0.791	0.856	0.599
DL	0.741	0.742	0.838	0.565
PCB	0.868	0.872	0.905	0.657
R	0.759	0.789	0.847	0.585
S	0.901	0.909	0.938	0.835
SN	0.842	0.850	0.904	0.759
WT	0.777	0.778	0.857	0.599

Source: Developed for research

Before sending the questionnaire to 300 respondents, Table 3.4.3.1, which show the findings of the pilot test, were used. According to Hair et al. (2019), the variables are proven to be moderately dependable when the Cronbach's Alpha value is greater than 0.7.

3.4.3.1 Variance Inflation Factor (VIF)

Figure 3.4.3.2: Pilot Test VIF Results

Collinearity statistics (VIF) - Outer model - List

	VIF
A1	1.686
A2	1.980
A3	1.638
A4	2.052
CA1	1.465
CA2	1.736
CA3	1.629
CA4	2.111
DL1	1.301
DL2	1.337
DL3	1.967
DL4	2.058
PCB 1	1.547
PCB 2	1.820
PCB 3	2.614
PCB 4	2.909
PCB 5	2.453
R1	2.193
R2	2.652
R3	1.466
R4	1.868
S1	2.676
S2	2.735
S3	3.859
SN1	2.348
SN2	1.973
SN3	1.872
WT1	1.382
WT2	1.568
WT3	1.599
WT4	1.653

Source: Developed for research

Hair et al. (2019) claim that the variance inflation factor (VIF) values can be utilised to identify structural model collinearity concerns. The structural model coefficient β_0 is calculated by solving a series of regression equations, but significant correlations between each set of predictor constructs generate bias in standard errors and point estimates. The findings of the VIF, also known as the Collinearity Statistic, are shown in Table 3.4.3.2, and reveal that all of the independent variables have a moderate correlation with the dependent variable, ranging between 1 and 5 (Purwanto, 2021).

3.5 Construct Measurement

Table 3.5 Origin of Construct

No.	IV	Question	Citation
Dependent Variable			
1.	Tourists' Motivation on Wellness Center	I would like to engage in wellness tourism someday	Li & Huang, 2022
		I believe it's time to alleviate the travel restrictions.	
		I believe safety measures can allow me to visit wellness centre	
		I have confidence to visit wellness centre after pandemic.	
Independent Variable			
1.	Cultural Aspect	I am able to visit historical places while visiting wellness centre	Park et al., 2019
		I can experience different culture and ways of life	
		It fulfils my curiosity about local traditional lifestyles	
		I get to attend cultural events that I don't have access to at my home country	
2.	Destination Loyalty	I will encourage other people to travel to the certain wellness centre	Nasir et al., 2019
		I will spread positive word of mouth of the certain wellness centre	
		I will recommend my family to visit the wellness centre	
		I will recommend my friends to visit the wellness centre	
3.	Relaxation	I am able to escape the demands of everyday life	Kessler et al., 2020
		I am able to return to everyday life feeling rejuvenated	

		I am able to find peace and quiet	
		Wellness centre give me time and space for reflection	
4.	Satisfaction in Experience	I am satisfied with my decision on visiting wellness center	Phonkaew et al., 2022
		My choice about visiting wellness center is wise	
		My experiences when visiting wellness center is satisfactory.	
5.	Attitude	I believe my wellness traveling is valuable.	Li & Huang, 2022
		I believe my wellness traveling is beneficial	
		I believe I would enjoy my wellness traveling	
		I believed I would be satisfied with my wellness traveling	
6.	Subjective Norms	Most people important to me think that I should visit wellness centre	Han et al., 2010; Han & Kim, 2010; Huang & Hsu, 2009; Lam & Hsu, 2006
		Most people who are important to me would want me to visit wellness centre	
		People whose opinions are valued to me would prefer that I should visit wellness centre	
7.	Perceived Behavioral Control	It is up to me whether I will visit wellness centre or not	Han & Kim, 2010; Huang & Hsu, 2009; Lam & Hsu, 2006
		I am confident that I will visit wellness centre	
		I have the money to visit wellness centre	

		I have the time to visit wellness centre	
		I have the opportunities to visit wellness centre	

3.6 Proposed Data Analysis Tool

3.6.1 Data Analysis

Data analysis is the process of interpreting data using an analytical instrument. In this study, for example, Smart PLS 4. This is to analyse survey data in order to aid business decision making. Descriptive analysis and inferential analysis are the two types of data analysis.

3.6.2 Descriptive Analysis

In this research, descriptive analysis is an overall explanation such as the characteristics of the population to answer the questions of who, where, what, when and how (Siedlecki, 2020). According to Trochim (2020), it also enables researchers to measure a big number of respondents using any measurements since it enables researchers to simplify massive volumes of data in a more user-friendly manner. Hence, the demographic section, which includes gender and age, will be used to compute.

3.6.3 Reliability Test

The researcher employs a reliability test to investigate the sign of internal consistency with the tool employed to test the idea and assess the integrity of a measure (Zikmund et al., 2013). The statements used in the questionnaire for data collection will be evaluated for their dependability. Cronbach's Alpha was used in this study to determine the internal reliability and consistency of the independent and dependent variables. The Cronbach's Alpha values are understood as follows: the smaller the alpha value, the weaker the association between the independent and dependent variables of this research, and vice versa. All variables with alpha values greater than 0.7 are considered to have high reliability, whereas those with alpha values less than 0.7 are considered to have low dependability. The table below displays the range values and what they mean.

Figure 3.5: Range of Cronbach's Alpha's Value

Cronbach Coefficient alpha (α)	Indication
α value < 0.60	Poor reliability
α value between 0.61 and 0.70	Fair reliability
α value between 0.71 and 0.80	Good reliability
α value between 0.81 and 0.95	Excellent reliability

Source: Zikmund, Babin, Carr & Griffin (2010). Business Research Method (8th ed.).

3.6.4 Inferential Analysis

Inferential analysis was used in this research to measure and confirm that all of the independent variables in this study have the relationship between the dependent variables that are in relation with the hypotheses that are presented in this study.

3.7 Conclusion

In conclusion, this chapter has discussed the methodologies used in this study. The study design, sample design, research instrument, measurement scale, data processing, and data analysis are all part of this methodology. It is added to the inputs in Chapter 4 in this chapter. As a result, this study is intended to collect 300 respondents and data.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

There are two part included in this chapter. Firstly, descriptive analysis will be analysed by using excel and presented in pie charts and table. Secondly, the reliability test will be conducted by Smart PLS which includes R Square, Collinearity Statistic (VIF), Cronbach's Alpha, Composite Reliability, and Discriminant Validity (HTMT).

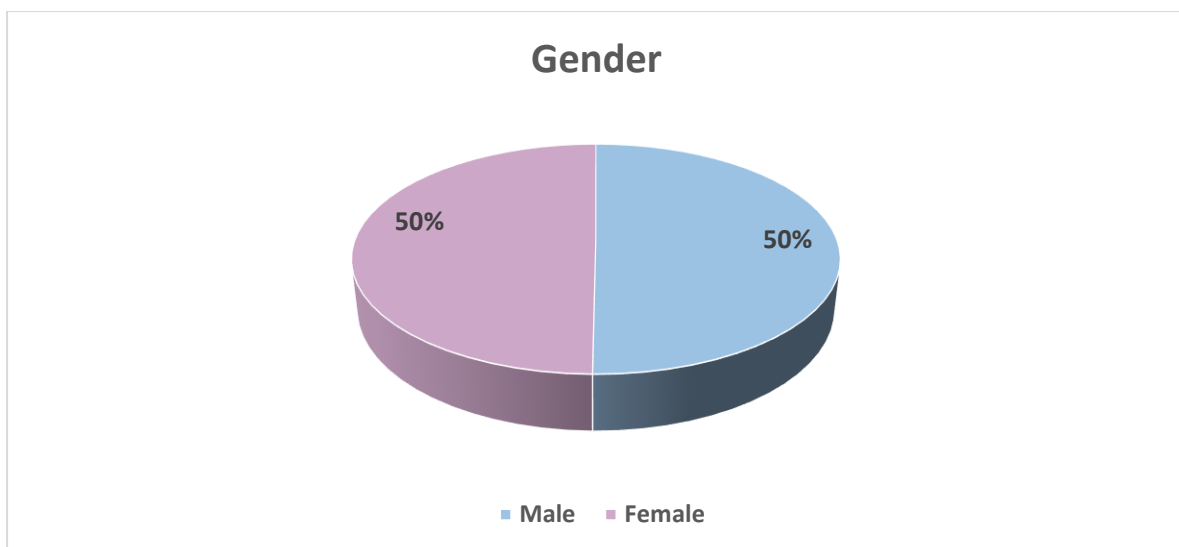
4.1 Descriptive Analysis

The participants have received 300 sets of survey questionnaires from the researcher. However, after cleaning the total valid survey collected will be a total of 283 sets of questionaiers. This section will analyse the respondents' demographic profile and data. Below are the figures and a statistical interpretation.

4.1.1 Demographic Profile of Respondents

4.1.1.1 Gender

Figure 4.1 Gender



Source: Developed for research

Table 4.1 Gender

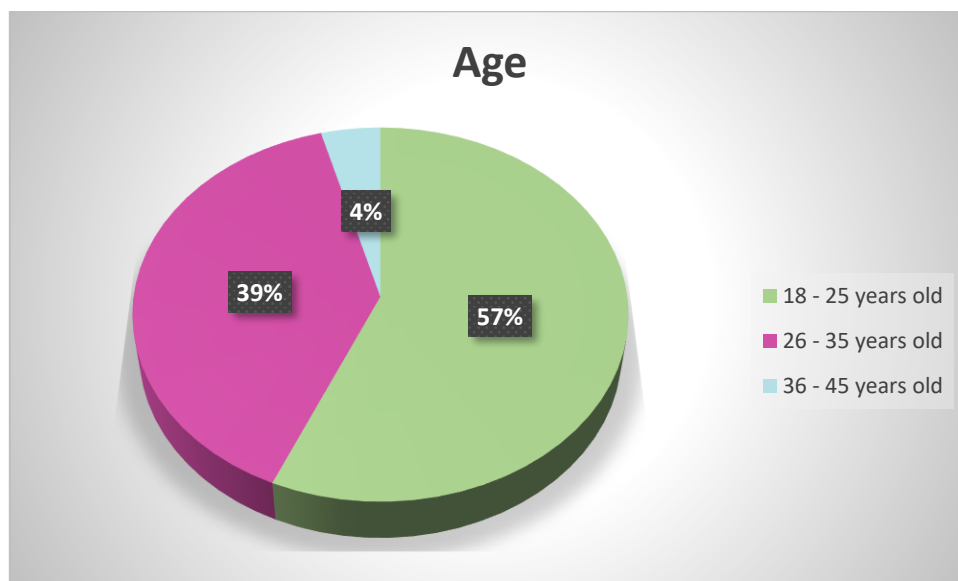
	Frequency
Male	142
Female	141
Total	283

Source: Developed for the research

The gender of the 283 respondents is shown in Figure 4.1. There are 142 males, of which 50% are male, and 141 females, of whom 50% are female.

4.1.1.2 Age

Figure 4.2 Age



Source: Developed for research

Table 4.2 Age

	Frequency	Percentage (%)
18–25 years	160	57
26–35 years	111	39
36–45 years	12	4

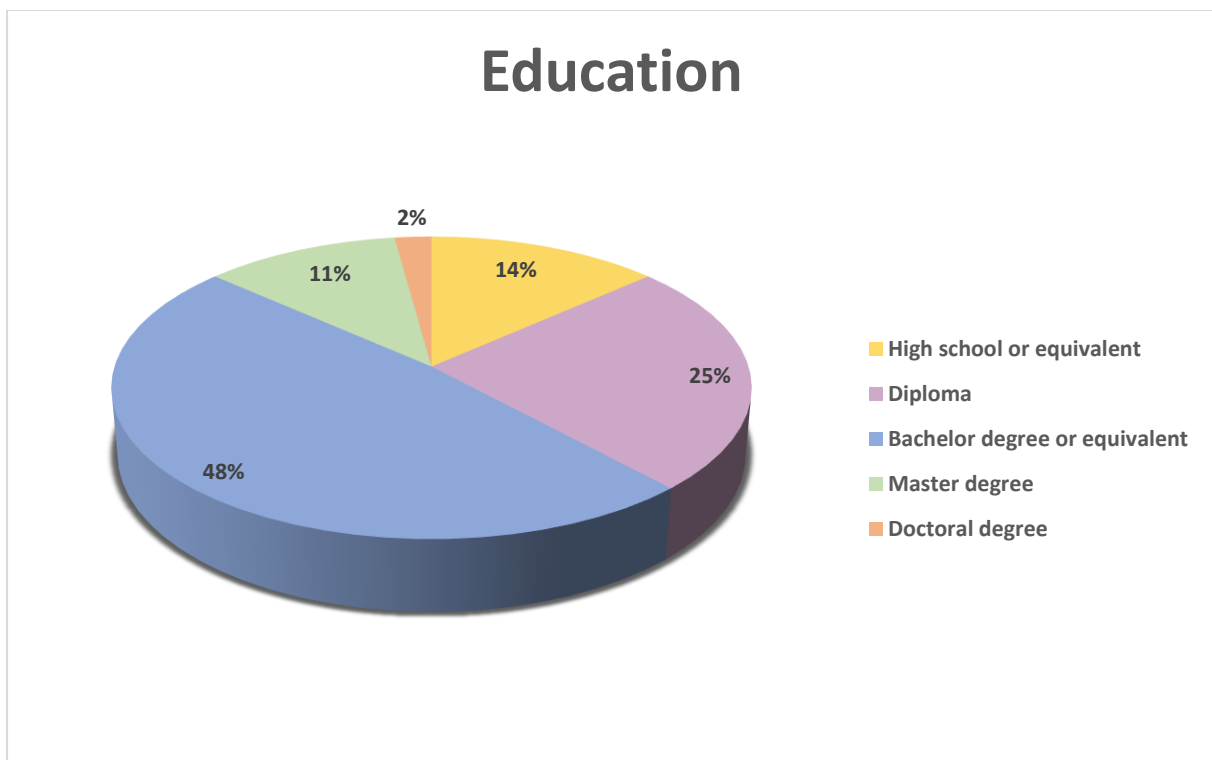
Total	283	100.00
-------	-----	--------

Source: Developed for the research

Figure 4.2 presents the ages of the 283 participants. Firstly, 160 respondents, or 57% of the total, fall within the 18–25 age group. Second, 111 responders, or 39% of the total, fall within the 26 to 35 age group. Lastly, 12 respondents, or 4% of the study, fall into the 36–45-year-old age group.

4.1.1.3 Education

Figure 4.3 Education



Source: Developed for research

Table 4.3 Education

	Frequency	Percentage (%)
High school or equivalent	38	13.43
Diploma	70	24.73

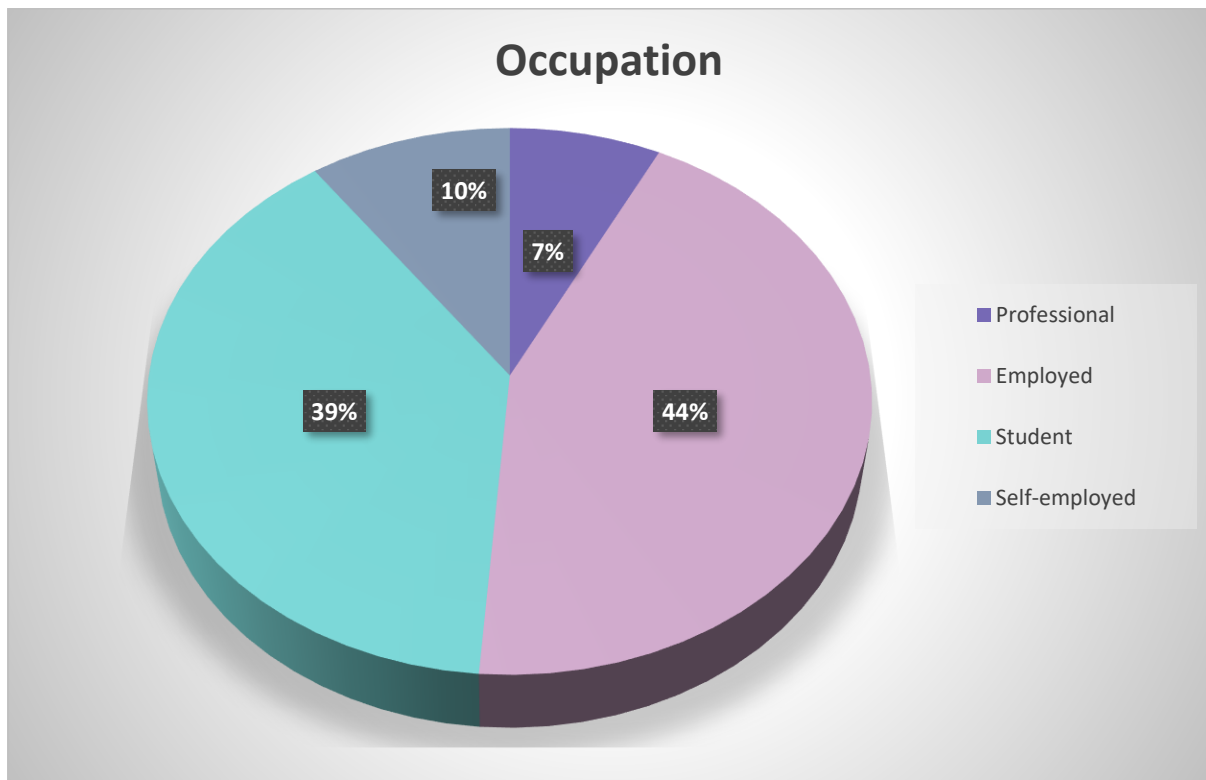
Bachelor degree or equivalent	137	48.41
Master degree	32	11.31
Doctoral degree	6	2.12
Total	283	100.00

Source: Developed for the research

The education of the 283 participants is shown in Figure 4.3. First off, 137 responders, or 48% of the total, are in the group of people with a bachelor's degree or equivalent. Second, the Diploma group comprises 70 respondents, or 25% of the total. In addition, 38 respondents, or 14% of the sample, are high school graduates or their equivalent. Subsequently, 32 respondents, or 11% of the total, have a master's degree. Finally, 6 respondents, or 2% of the total, have a doctorate.

4.1.1.4 Occupation

Figure 4.4 Occupation



Source: Developed for research

Table 4.4 Occupation

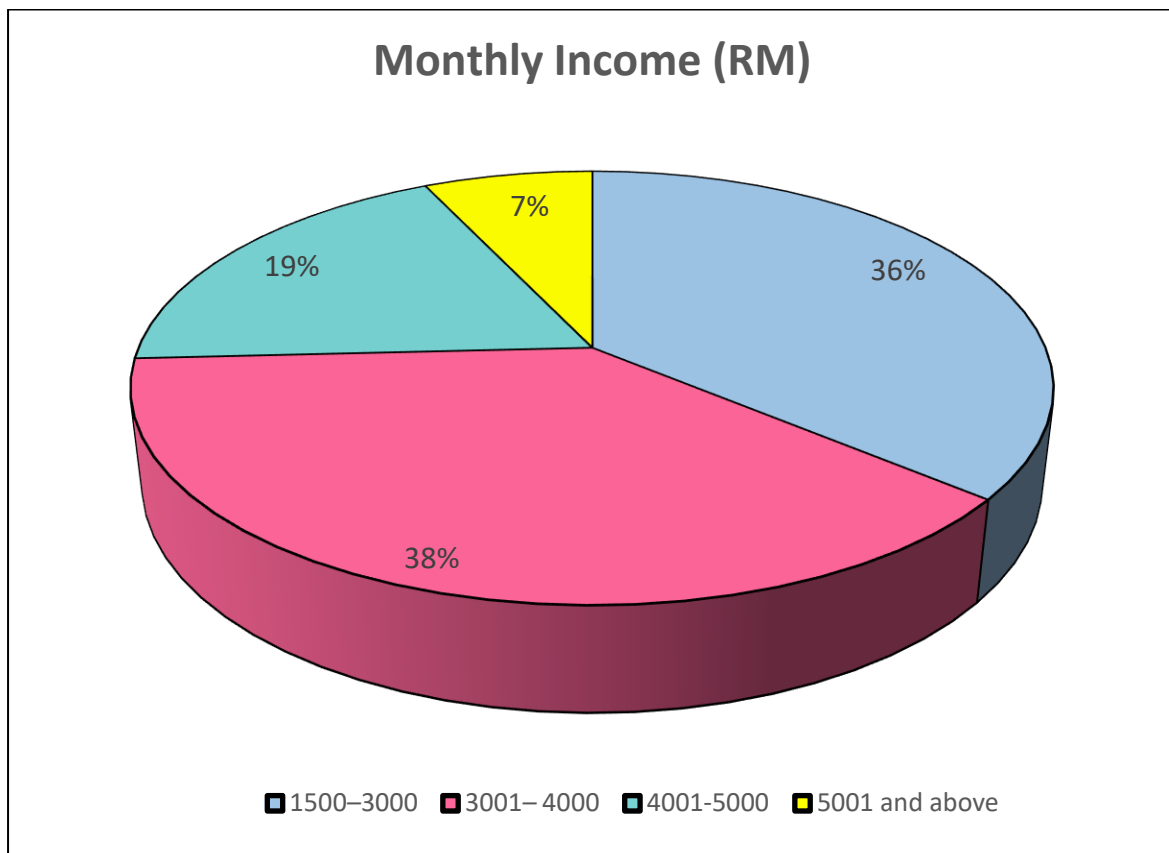
	Frequency	Percentage (%)
Professional	21	7.42
Employed	124	43.82
Student	110	38.87
Self-employed	28	9.89
Total	283	100.00

Source: Developed for the research

Figure 4.4 displays the 283 participants' occupation. 124 respondents, or 44% of the total, are employed, to start. Secondly, 110 respondents, or 39% of the total, belong to the student group. In addition, 28 respondents, or 10% of the sample, are self-employed. Thus, 21 responders, or 7% of the sample, are employed in a professional position.

4.1.1.5 Monthly Income (RM)

Figure 4.5 Monthly Income (RM)



Source: Developed for research

Table 4.5 Monthly Income (RM)

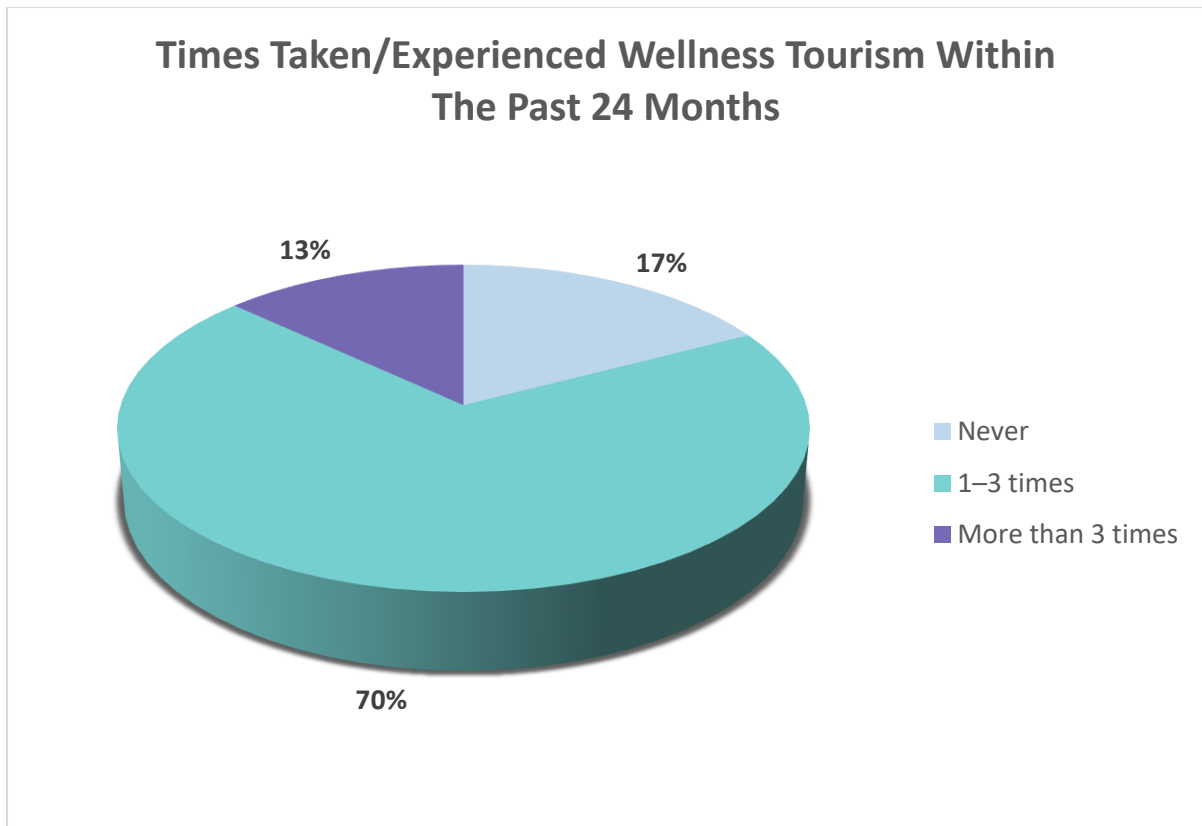
	Frequency	Percentage (%)
1500–3000	102	36.04
3001– 4000	108	38.16
4001-5000	53	18.73
5001 and above	20	7.07
Total	283	100.00

Source: Developed for the research

The gender of the 283 participants is shown in Figure 4.5. Initially, 108 respondents, or 38% of the total, make between RM3001 and RM4000. Second, RM1500-RM3000 is the monthly income for 102 respondents, or 36% of the total. Furthermore, 19% of the sample, or 53 respondents, make between RM4001 and RM5000 per month. Consequently, 7% of the sample, or 20 responders, make RM5001 or more.

4.1.1.6 Times taken/experienced wellness tourism within the past 24 months

Figure 4.6 Times Taken/Experienced Wellness Tourism Within the Past 24 Months



Source: Developed for research

Table 4.6 Times Taken/Experienced Wellness Tourism Within the Past 24 Months

	Frequency	Percentage (%)
Never	49	17.31
1-3 times	197	69.61
More than 3 times	37	13.07
Total	283	100.00

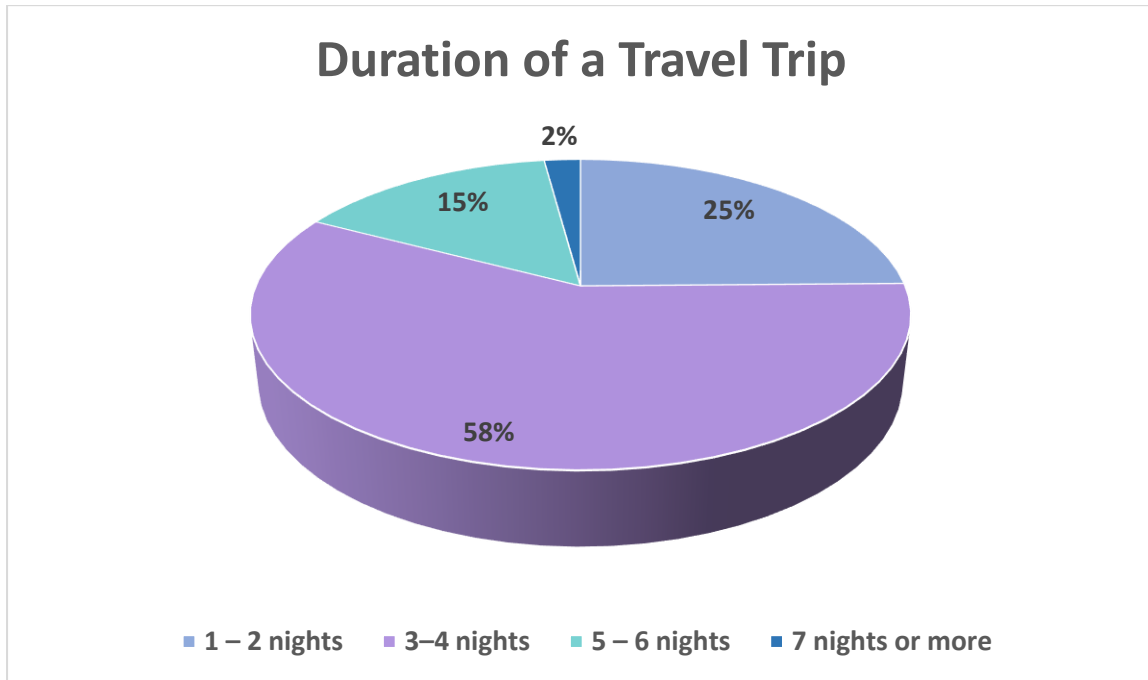
Source: Developed for the research

Figure 4.6 displays the times taken/experienced wellness tourism within the past 24 months of the 283 participants. At the beginning, 197 participants, or 70% of the total, reported having gone on one to three wellness trips in the previous 24 months. Moreover, 49 respondents, or 17% of the sample, revealed that they had never gone on a wellness vacation in the previous

24 months. As a result, 37 respondents, or 13% of the sample, claimed to have gone on one or more wellness trips in the previous 24 months.

4.1.1.7 Duration of a Travel Trip

Figure 4.7 Duration of a Travel Trip



Source: Developed for research

Table 4.7 Duration of a Travel Trip

	Frequency	Percentage (%)
1 – 2 nights	70	24.73
3–4 nights	164	57.95
5 – 6 nights	43	15.19
7 nights or more	6	2.12
Total	283	100.00

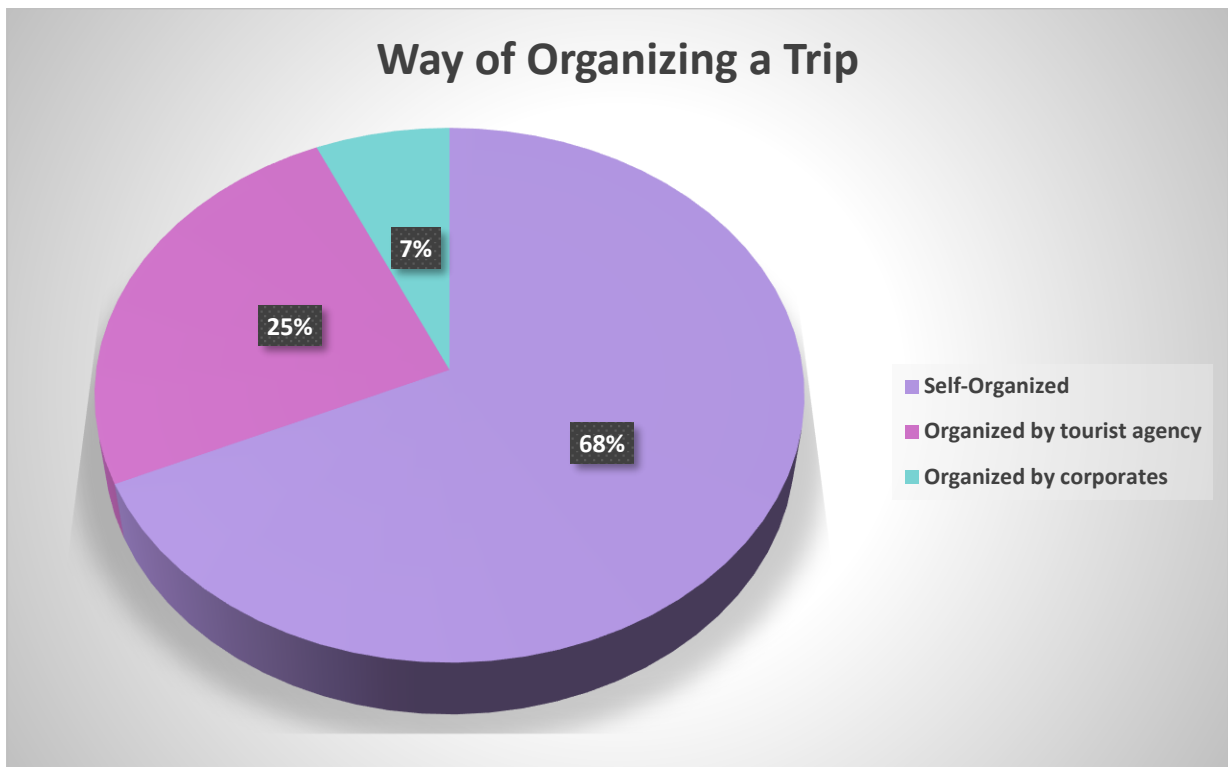
Source: Developed for the research

Figure 4.7 shows the duration of a wellness trip of the 283 participants. 164 individuals, or 58% of the total, it stated that they had regularly gone on three- or four-night wellness trips. Additionally, 70 respondents, or 25% of the sample, stated that they had regularly taken one-

to two-night wellness trips. Additionally, 43 respondents, or 15% of the sample, stated that they have regularly taken five-to six-night wellness trips. Thus, 6 responders, or 2% of the sample, stated that they had regularly gone on seven nights or longer wellness trips.

4.1.1.8 Way of Organizing a Trip

Figure 4.8 Way of Organizing a Trip



Source: Developed for research

Table 4.8 Way of Organizing a Trip

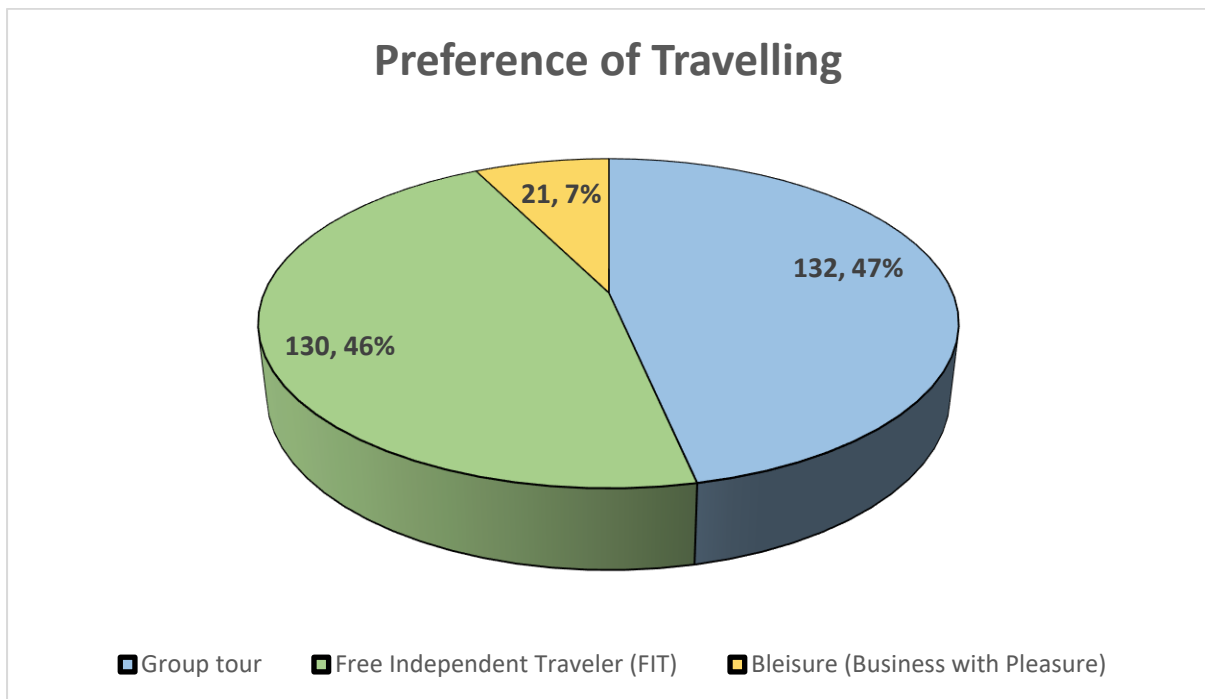
	Frequency	Percentage (%)
Self-Organized	193	68.20
Organized by tourist agency	71	25.09
Organized by corporates	19	6.71
Total	283	100.00

Source: Developed for the research

Figure 4.8 shows the ways of organizing a wellness trip of the 283 participants. It was found that 193 people, or 68% of the total, preferred self-organized wellness trips. Furthermore, 71 respondents, or 25% of the sample, said that they would rather have travel agencies plan their wellness trips. Furthermore, 19 responders, or 7% of the sample, indicated that they preferred wellness trips organised by businesses.

4.1.1.9 Preference of Travelling

Figure 4.9 Preference of Travelling



Source: Developed for research

Table 4.9 Preference of Travelling

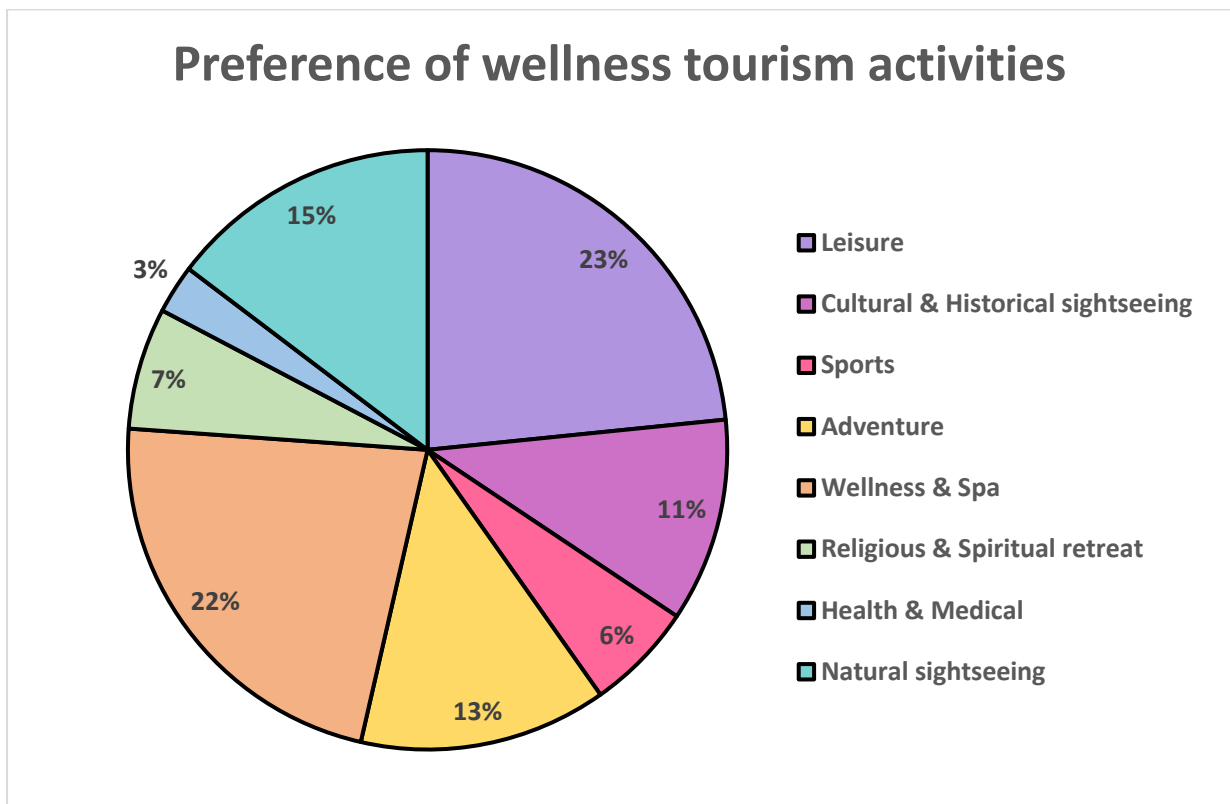
	Frequency	Percentage (%)
Group tour	132	46.64
Free Independent Traveler (FIT)	130	45.94
Bleisure (Business with Pleasure)	21	7.42
Total	283	100.00

Source: Developed for the research

Figure 4.9 shows the preference of wellness trip of the 283 participants. It was shown that 132 participants, or 47% of the total, preferred wellness group tours. In addition, 130 respondents, or 46% of the sample, indicated that they would take wellness trips as Free Independent Travellers (FIT). Additionally, 21 respondents, or 7% of the sample, said that their preferred mode of travel for wellness trips as "Bleisure" (Business with Pleasure).

4.1.1.10 Preference of Wellness Tourism Activities

Figure 4.10 Preference of Wellness Tourism Activities



Source: Developed for research

Table 4.10 Preference of Wellness Tourism Activities

	Frequency	Percentage (%)
Leisure	196	23.39
Cultural & Historical sightseeing	92	10.98
Sports	49	5.85

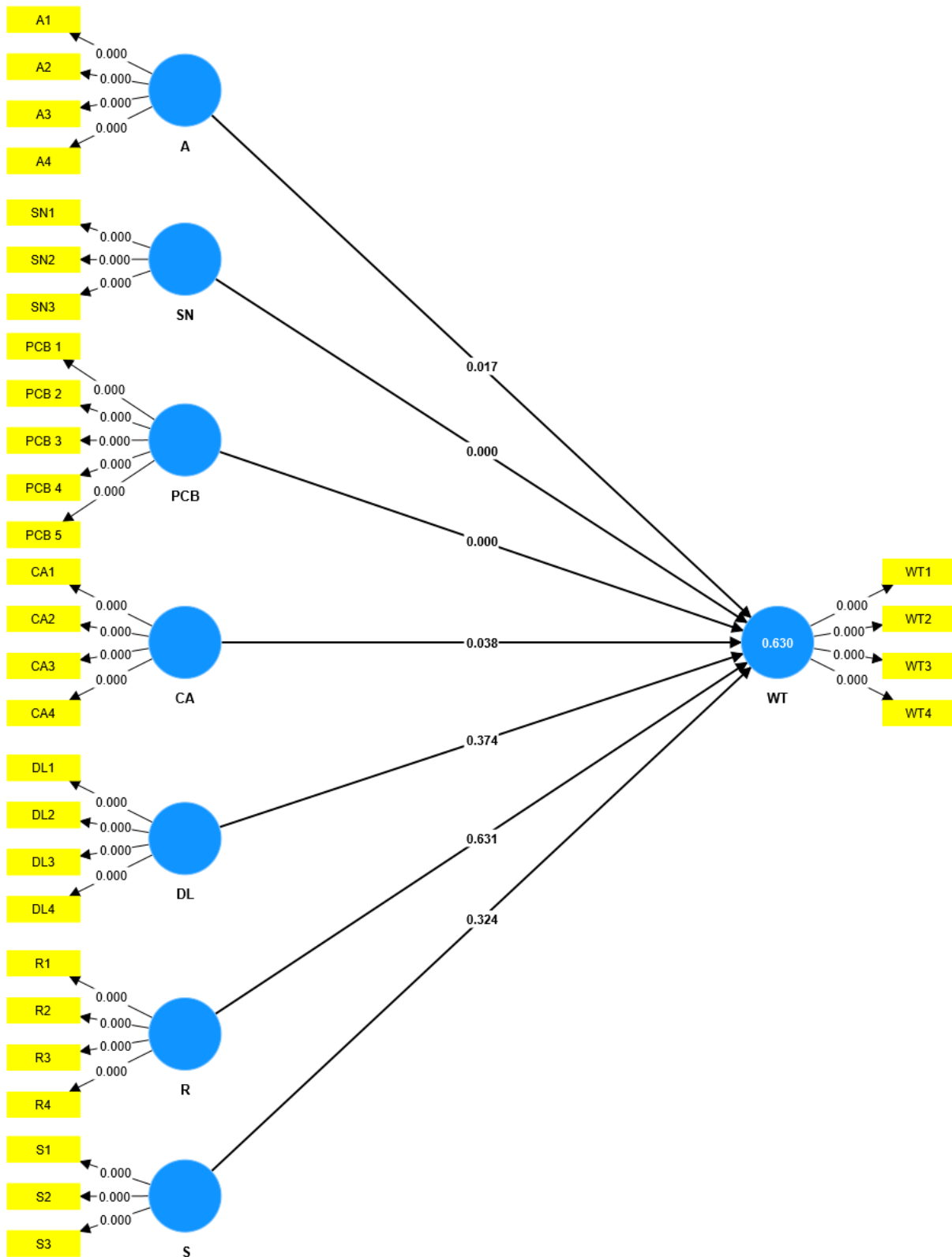
Adventure	112	13.37
Wellness & Spa	189	22.55
Religious & Spiritual retreat	55	6.56
Health & Medical	22	2.63
Natural sightseeing	123	14.68
Total	838	100.00

Source: Developed for the research

Figure 4.10 shows the preference of wellness tourism activities of the 283 participants. It was discovered that 196 individuals, or 23% of the total, had a preference for leisure wellness activities. It was discovered that 189 participants, or 22% of the total, had a preference for spa and wellness-related activities. Moreover, 123 responders, or 15% of the sample, said that they preferred wellness tourism experiences that included natural sightseeing. Apart from that, 112 respondents, or 13% of the sample, shared their preferred adventurous wellness tourism activities. Besides, 92 responders, or 11% of the sample, mentioned that they prefer wellness activities that includes cultural and historical sightseeing. Furthermore, 7% of the sample, or 55 respondents, said they preferred health activities that involved spiritual and religious retreats. Furthermore, sports wellness activities were preferred by 49 respondents, or 6% of the sample. Finally, 22 participants, representing 3% of the sample, indicated their favoured health and medical wellness travel experiences.

4.2 Inferential Analysis

Figure 4.2 Path Model



Source: Developed for the research

4.2.1 Reliability Test

Table 4.2.1: Reliability and Validity Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude (A)	0.899	0.903	0.93	0.768
Cultural Aspect (CA)	0.908	0.912	0.936	0.784
Destination Loyalty (DL)	0.928	0.966	0.948	0.819
Perceived Behavior Control (PBC)	0.862	0.865	0.901	0.648
Relaxation (R)	0.701	0.722	0.809	0.516
Satisfaction (S)	0.871	0.874	0.921	0.795
Subjective Norms (SN)	0.859	0.862	0.914	0.779
Tourists' Motivation	0.909	0.91	0.936	0.786

Source: Developed for the research

According to Hair et al. (2019), Composite Reliability (CR) cannot give equal weight to each indication, it is a more effective internal consistency measure in structural equation modelling (SEM) than Cronbach's Alpha. Compared to Composite Reliability (CR), Cronbach's Alpha typically indicates less effective create reliability. The interpretation of Cronbach's Alpha is the same as that of Composite Reliability (CR). Values > 0.8 are highly satisfactory, and values > 0.7 are acceptable limit levels (Hair et al., 2019). Besides, the Average Variance Extracted (AVE) value is an additional metric for evaluating convergent validity. The variance or diversity of the manifest variables that the latent construct may possess is described by the AVE value. Consequently, the more manifest variables the latent construct can accommodate in terms of variation or variety, the more represented the manifest variable is on the latent construct.

Hence, AVE and Cronbach's Alpha produced values greater than 0.7. As a result, a level of dependability has been reached where Tourists' Motivation (WT) = 0.909, Attitude (A) = 0.903, Cultural Aspect (CA) = 0.912, Destination Loyalty (DL) = 0.966, Perceived Behaviour Control (PBC) = 0.865, Relaxation (R) = 0.722, Satisfaction in experience (S) = 0.874, Subjective Norms (SN) = 0.862, and Attitude (A) = 0.903, respectively.

4.2.2 Measurement Model

4.2.2.1 Collinearity Statistic (VIF)

Table 4.2.2.1: Collinearity Statistic (VIF) Results

	VIF
A1	2.596
A2	3.032
A3	4.477
A4	3.18
CA1	2.883
CA2	2.725
CA3	2.64
CA4	2.95
DL1	3.054
DL2	2.994
DL3	3.827
DL4	4.171
PCB 1	1.355
PCB 2	2.597
PCB 3	2.667
PCB 4	2.409
PCB 5	1.893
R1	1.39
R2	1.336
R3	1.943
R4	1.844
S1	2.254
S2	2.167
S3	2.789
SN1	2.282

SN2	2.041
SN3	2.201
WT1	3.676
WT2	3.544
WT3	3.061
WT4	2.821

Source: Developed for the research

The variance inflation factor (VIF), according to Hair et al. (2019), is frequently used to assess the formative collinearity of indicators. A significant collinearity issue among indicators formatively measured constructs is indicated by a VIF value of 5 or above. But even at lower VIF values of 3, collinearity issues might arise (Purwanto, 2021). The VIF number should ideally be around 3 or less. Hair et al. (2017) state that if the weighting is likewise unimportant, then indications with insignificant values must be removed. Indicators with low but significant loadings of 0.50 and below should be removed unless there is sufficient proof, based on measurement theory, to support their inclusion.

The data collected indicates a moderate correlation between the dependent and independent variables, as indicated by the collinearity statistic, which ranges from 1 to 5. Thus, it has been demonstrated that attitudes, cultural aspects, destination loyalty, perceived behavioural control, satisfaction in experience, relaxation, and subjective norms are all related to tourists' motivation.

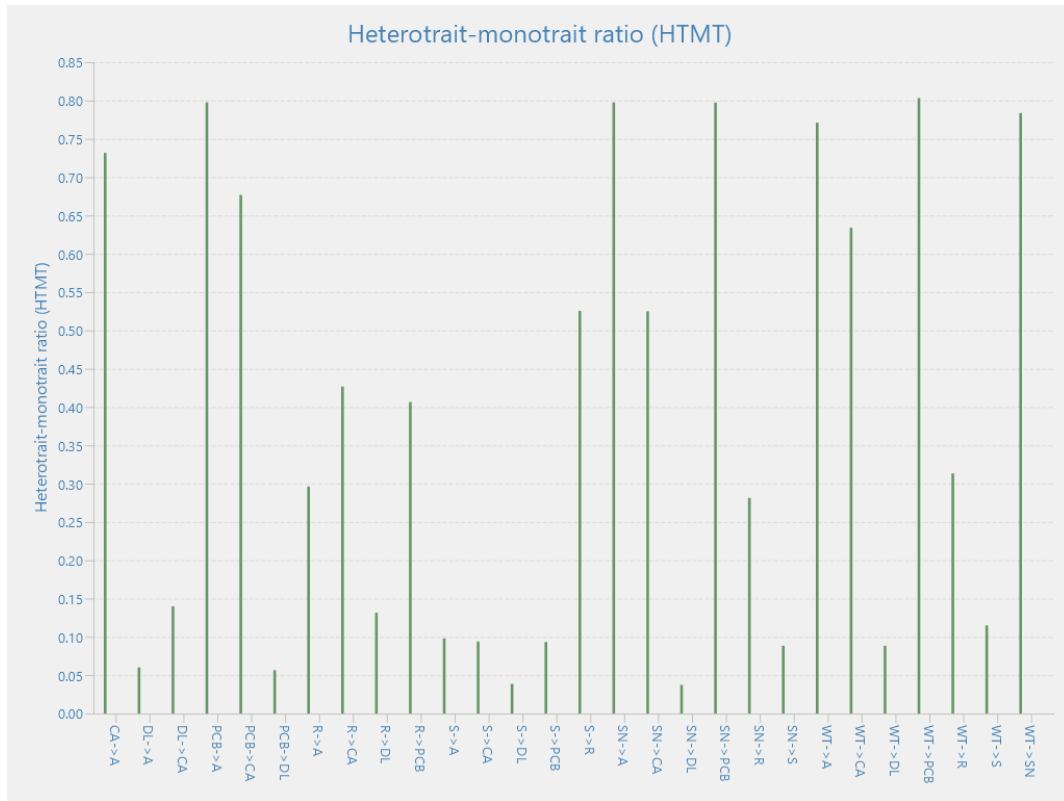
4.2.2.2 Discriminant Validity (HTMT)

Table 4.2.2.1: Discriminant Validity (HTMT) Results

	A	CA	DL	PCB	R	S	SN	WT
Attitude								
Cultural Aspect (CA)	0.732							
Destination Loyalty (DL)	0.06	0.14						
Perceived Behavior Control (PBC)	0.798	0.677	0.057					
Relaxation (R)	0.296	0.427	0.131	0.407				
Satisfaction (S)	0.098	0.094	0.039	0.093	0.525			
Subjective Norms (SN)	0.797	0.525	0.037	0.797	0.281	0.088		
Tourists' Motivation	0.771	0.634	0.088	0.803	0.313	0.115	0.784	

Source: Developed for the research

Figure 4.2.2.1: Discriminant Validity (HTMT) Results



Source: Developed for the research

According to Franke and Sarstedt (2019), Henseler et al. (2015) suggested determining whether the HTMT value varies significantly from 1.00 or a preset limit, such as 0.85 or 0.90, selected based on contextual relevance. Researchers can estimate the HTMT ratio's 95 percent confidence interval and ascertain whether its upper bound is below the specified limit by using the bootstrap technique. After careful cleaning of data and analysis, it was discovered that all of the variables' HTMT values in the context of our study fell below the moderate limit point of 0.85. This result means that the variables can be safely included in the structural equation model because they show low enough levels of collinearity. The use of bootstrap techniques not only improves the accuracy of collinearity evaluations but also adds to the research's methodological accuracy, in line with current best practises in structural equation modelling (SEM).

4.2.3 Structural Model

4.2.3.1 R Square

Table 4.2.3.1: R- Square Result

	R-square	R-square adjusted
WT	0.63	0.62

Source: Developed for the research

Table 4.2.3.1 shows that R Square = 0.630 and Adjusted R Square = 0.620. According to R Square, attitude, subjective norms, perceived behavioural control, cultural component, destination loyalty, relaxation, and happiness in experience account for 63% of tourist motivation. This also implies a moderate link between the dependent variable and the independent variables. However, additional factors account for 37% of the variation in visitor motivation. As a result, even though the relationship is mild, researchers can deduce that attitude, subjective norms, perceived behavioural control, cultural aspect, destination loyalty, relaxation, and satisfaction in experience will still influence tourists' motivation to visit a wellness centre in Malaysia.

4.2.3.2 Test of Significant

Table 4.2.3.1: Path Coefficient Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
A -> WT	0.199	0.2	0.084	2.383	0.017
CA -> WT	0.124	0.12	0.059	2.077	0.038
DL -> WT	0.032	0.036	0.036	0.89	0.374
PCB -> WT	0.293	0.291	0.071	4.125	0
R -> WT	0.023	0.029	0.047	0.481	0.631
S -> WT	-0.036	-0.039	0.036	0.987	0.324
SN -> WT	0.283	0.283	0.071	4.006	0

Based on Mohammad et al. (2018), the path coefficient value should be greater than 0.1.

Hypothesis 1

H1: There is positive relationship between Attitude and tourist's motivation. Attitude's p-value ($p = 0.017$) is below the significant level of 0.05, according to Table 4.2.3.1. The p-value is less than 0.05, which means that H1 is accepted and H0 is rejected. Thus, there is positive relationship between attitude and tourist's motivation.

Hypothesis 2

H2: There is positive relationship between subjective norms and tourist's motivation. Based on Table 4.2.3.1, attitude ($p = 0.000$), p-value less than 0.05 significant level. H0 is rejected since the p-value is less than 0.05, however H2 is approved. Thus, there is positive relationship between subjective norms and tourist's motivation.

Hypothesis 3

H3: There is positive relationship between perceived behavioral control and tourist's motivation. A p-value of 0.000 for attitude is less than the significant level of 0.05, according to Table 4.2.3.1. Because the p-value is less than 0.05, H0 is rejected, whereas H3 is approved. Thus, there is positive relationship between perceived behavioral control and tourist's motivation.

Hypothesis 4

H4: There is positive relationship between cultural aspect and tourist's motivation. Table 4.2.3.1 indicates that the attitude p-value ($p = 0.038$) is below than the significance level of 0.05. H0 is rejected since the p-value is less than 0.05, however H4 is approved. Thus, there is positive relationship between cultural aspect and tourist's motivation.

Hypothesis 5

H5: There is negative relationship between relaxation and tourist's motivation. A p-value of 0.631 indicates that attitude above the significance level of 0.05, as indicated by Table 4.2.3.1. H0 is accepted while H5 is rejected since the p-value is greater than 0.05. Thus, there is negative relationship between relaxation and tourist's motivation.

Hypothesis 6

H6: There is negative relationship between satisfaction in experience and tourist's motivation. According to Table 4.2.3.1, the attitude ($p = 0.324$) p-value is greater above the 0.05 level of significance. H0 is accepted while H6 is rejected since the p-value is greater than 0.05. Thus, there is negative relationship between satisfaction in experience and tourist's motivation.

Hypothesis 7

H7: There is negative relationship between destination loyalty and tourist's motivation. According to Table 4.2.3.1, the attitude ($p = 0.374$) p-value is greater than the significant level of 0.05. H0 is accepted and H7 is rejected since the p-value is greater than 0.05. Thus, there is negative relationship between destination loyalty and tourist's motivation.

4.3 Conclusion

Descriptive analysis was often used in this study to examine the demographic profile of the respondents. In addition, a reliability test was run using seven scale measurement variables. Moreover, an inferential analysis that included the following was used to measure the significant influence between each independent and dependent variable as well as the variation between sample groups: Collinearity Statistic (VIF), Cronbach's Alpha, Composite Reliability, and Discriminant Validity (HTMT). In summary, the findings indicate that all IVs have significant correlations with tourists' motivation, with the exception of destination loyalty, relaxation, and satisfaction in experience.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter Five includes discussions on major findings to validate the study objectives and hypotheses, theoretical and managerial implications, research limitation as well as recommendations for future research.

5.1 Discussions of Major Findings

The propose of this research is to understand tourists' motivation on wellness center in Malaysia.

Table 5.1 Summary Results for Major Discussion of Findings

Hypotheses	Standardized Coefficient (β)	P values	Result
H1: Attitude is positively related to tourists' motivation on visiting wellness center in Malaysia.	0.199	0.017	Supported
H2: Subjective norms is positively related to tourists' motivation on visiting wellness center in Malaysia	0.283	0.000	Supported
H3: Perceived behavioral control is positively related to tourists' motivation on visiting wellness center in Malaysia.	0.293	0.000	Supported
H4: Cultural aspect is positively related to tourists' motivation on visiting wellness center in Malaysia.	0.124	0.038	Supported
H5: Relaxation is positively related to tourists' motivation on visiting wellness center in Malaysia.	0.023	0.631	Rejected
H6: Satisfaction in experience is positively related to tourists' motivation on visiting wellness center in Malaysia.	-0.036	0.324	Rejected
H7: Destination loyalty is positively related to tourists' motivation on visiting wellness center in Malaysia.	0.032	0.374	Rejected

Source: Developed from the research

5.1.1 Hypothesis 1

H1: Attitude is positively related to tourists' motivation on visiting wellness center in Malaysia.

Based on Table 5.1, the results show that Attitude ($\beta = 0.199$, $p = 0.017$) are predictors of Tourists' Motivation on wellness center. Attitude has a positive influence on tourists' motivation. The findings can be supported by the study of Soliman (2019) and Li et al., (2021), This finding indicates that the attitude of travellers somewhat mediates the relationship between travel motivation. It is supported in cases where tourists' views that visiting a specific location will fulfil what they truly want to travel and experience particular attributes that they value will positively impact their perception of that specific location, which will then result in the development of a positive attitude towards the said destination (Pereira et al., 2019). Thus, the outcome of this study is acceptable, and attitude has a significant relationship with tourists' motivation on visiting wellness center in Malaysia.

5.1.2 Hypothesis 2

H2: Subjective norms is positively related to tourists' motivation on visiting wellness center in Malaysia

According to Table 5.1, the findings indicate that tourists' motivation for wellness centres is predicted by subjective norms ($\beta = 0.283$, $p = 0.000$). Travellers' motivation is positively impacted by subjective norms. The research conducted by Soliman (2019) and Li et al. (2021) provides support for the findings. Besides, tourists are more likely to gain trust when their friends, family, and the people around them act positively while on vacation despite the health risks associated with the COVID-19 pandemic. This trust then leads to the intention to continue the behaviour if exposure is kept to a minimum (Nguyen et al., 2023). Therefore, the study's findings are acceptable, and there is a significant relationship between subjective norms and travellers' motivation to visit Malaysian wellness centres.

5.1.3 Hypothesis 3

H3: Perceived behavioral control is positively related to tourists' motivation on visiting wellness center in Malaysia.

The results show that subjective norms influence tourists' motivation for wellness centres ($\beta = 0.293$, $p = 0.000$) in Table 5.1. Perceived behavioural control has a positive effect on tourists' motivation. According to Bae and Chang (2020), tourists who believe that the

concentration of infection risk is relatively lower will be tempted to increase their awareness of their potential, financial resources, expected duration, and available knowledge in order to prioritise active participation in tourist behaviour that satisfies their needs. As a result, the study's conclusions are validated, and there is a strong correlation between travellers' enthusiasm to visit Malaysian wellness centres and perceived behavioral control.

5.1.4 Hypothesis 4

H4: Cultural aspect is positively related to tourists' motivation on visiting wellness center in Malaysia.

The results show that cultural aspect influence tourists' motivation for wellness centres ($\beta = 0.124$, $p = 0.038$) in Table 5.1. Cultural Aspect has a positive effect on tourists' motivation. This result is also supported by previous findings by Park et al, (2019) where it is claimed that culture plays a significant role in motivation. According to Douglas et al. (2023), a relationship between the reasons behind tourists' choices of activities and their motives was found by the investigation. More specifically, people who were motivated by a desire to learn and a curiosity in different cultures, historical periods, and ways of life showed an increased willingness to participate in particular kinds of activities. These favoured activities included, but were not restricted to, interacting with the locals, learning about various cultures, and taking part in historical events or activities. This shows that travellers who have a particular interest in learning and cultural exploration look for and enjoy travel experiences that are in line with these interests. As a result, the study's conclusions are validated, and there is a strong correlation between travellers' enthusiasm to visit Malaysian wellness centres and cultural aspect.

5.1.5 Hypothesis 5

H5: Relaxation is negatively related to tourists' motivation on visiting wellness center in Malaysia.

Relaxation ($\beta = 0.023$ with $p > 0.05$) was proved that relaxation does not motivate tourists to visit wellness center in Malaysia. Hence, H5 is rejected in this research. Travel places with peaceful scenery, spa services, and leisurely activities may be great for people who love to unwind. Adventure seekers, on the other hand, can favour locations that provide pursuits like hiking, water sports, or cultural exploration. Stress and fatigue can result from

taking on too demanding activities without adequate planning or awareness of one's own limitations (Liu et al., 2021).

5.1.6 Hypothesis 6

H6: Satisfaction in experience is negatively related to tourists' motivation on visiting wellness center in Malaysia.

Satisfaction in experience ($\beta = -0.036$ with $p > 0.05$) was proved that satisfaction does not motivate tourists to visit wellness center in Malaysia. When visitors' expectations and what they experience at a cultural site differ, it can have a negative impact on their level of pleasure. Disappointment can result when people arrive with certain cultural expectations or dreams that are not met—for any reason, such as lack of access to preferred activities, absence of events planned, excessive commercialization, or inadequate information and communication. The gap between expectations and reality reduces satisfaction levels all around (Hung et al., 2021). Therefore, H6 has been rejected in this study.

5.1.7 Hypothesis 7

H7: Destination loyalty is negatively related to tourists' motivation on visiting wellness center in Malaysia.

According to the Table 5.1, the significant level of destination loyalty is at 0.374 which higher than alpha value 0.05. This shows the relationship between destination loyalty and tourists' motivation to visit wellness center is negative. Nevertheless, this might be because tourists have a variety of interests, and if their primary motivation for visiting is unrelated to wellness, their allegiance to the destination might not have a positive impact on their desire to engage in wellness-related activities. Depending on the season, visitors may have varying impressions, thoughts, or perceptions of the location (Kim et al., 2020). Hence, H7 is rejected in this research.

5.2 Implications of the Study

5.2.1 Theoretical Implications

In order to understand why tourists choose to visit wellness centers in Malaysia the Theory of Planned Behavior (TPB) can help us. Firstly, people's intention to visit these centers is influenced by their positive attitudes, shaped by their thoughts about the benefits and experiences. Hence, starting by understanding how people value wellness practices helps us grasp their motivation.

Secondly, the cultural background of Malaysia and the influence of subjective norms play a big role. The impact of social pressure and others' approval or disapproval is emphasized by the TPB. This is because, in Malaysia, factors like cultural influences, family expectations, and societal standards about health practices affect tourists' views and reasons for choosing wellness activities.

Lastly, considering perceived behavioral control gives insights into real-world factors affecting tourists' intentions. There are certain factors such as cost, accessibility, and cultural appropriateness influence visitors' belief in their ability to engage in wellness activities. Looking at these factors through the TPB framework helps us understand the motivations of tourists in Malaysian wellness tourism. Therefore, using TPB provides a logical and comprehensive approach, revealing the various factors that influence tourists' motivation for visiting wellness centers in Malaysia.

5.2.2 Managerial Implications

First and foremost, understanding why tourists select particular options is critical for developing new products and investing in tourism infrastructure. Knowing what kinds of activities that attract travellers in wellness tourism allows destinations and businesses to customise their services accordingly. Besides, in Malaysia, using insights into wellness-related motivations could lead to the development and promotion of well-being-focused facilities and services. Thus, the country's attractiveness as a wellness tourist destination will grow eventually.

However, if research shows that tourists are attracted to holistic wellness experiences, Malaysian locations may consider creating specialised spas that offer a variety of traditional and modern wellness therapies. The customised strategy ensures that the services correspond with what motivates travellers, contributing to Malaysia's overall appeal as a wellness vacation destination.

Furthermore, the study of wellness tourism in Malaysia has important economic aspects and the potential for encouraging rapid growth. This research study states that wellness tourism has the potential to be a major engine since it may increase sales for the tourism industry overall, assist the creation of jobs in a number of industries, and provide revenue for nearby businesses. The study's conclusions are essential for directing strategic measures intended to maximise Malaysia's economic benefits from wellness tourism. This entails giving local businesses the opportunity to tailor their products and services to the

requirements of wellness-conscious tourists, thereby encouraging entrepreneurship and job growth..

5.3 Limitation of the Study

5.3.1 Other Variables

There is some limitation faced by the researchers while conducting this research. First, researchers may review other variables. Based on the model summary shows that the R Square value is 0.63. This stated that the seven variables which are attitude, subjective norms, perceived behavioral control, cultural aspect, destination loyalty, relaxation and satisfaction in experience is dedicated only 63% in the research. It also concludes that there are other variables may contribute in the factors that affect the tourists' motivation on wellness center in Malaysia. For instance, escape, psychological detachment and many more.

5.4.1 Area Coverage

Since institutions and locations are not specifically covered, it will be challenging to estimate the replies that were gathered. Therefore, the researcher would like to recommend narrowing the region coverage for future research looking at brand awareness in order to acquire more precise data and a clearer understanding of tourists' motivations for wellness centres in Malaysia. Malaysia is home to many different cultures, each with its own distinct methods. To obtain better results, the future researcher can conduct surveys on specific area in Malaysia in order to understand each responder from different area.

5.4 Recommendation of the Future Research

5.3.2 Mixed Method

Firstly, it is recommended for future researchers to implement the mixed method, which is a combination of qualitative and quantitative method. This is due to the limitation of paying less attention to surveys when the questionnaires are distributed online by researchers. Hence, a few people don't give the questionnaires much thought. As a result, the researcher was unable to address any questions the subject may have had regarding the surveys. Thus, the accuracy of the data collected in this study is inadequate due to the utilisation of quantitative approaches. Therefore, future researchers can implement both qualitative and quantitative research. This is because quantitative research can allow

researchers to better understand respondents in terms of facial expression, tone and emotion.

5.4.2 Longitudinal Studies

Furthermore, researchers are encouraged to conduct longitudinal studies. As a result, future researchers may be able to investigate many elements to better understand tourists' motivations for visiting a wellness centre in Malaysia. It also assists future researchers in studying the evolution of changes in many regions participants. For example, tourists visiting the states of Melaka, Penang, and Ipoh. Researchers may have the opportunity to learn about tourists' motivations for visiting a wellness centre in Malaysia. Furthermore, researchers may be able to reduce the danger of inapplicable data collected during the investigation.

5.5 Conclusion

As a conclusion, the research study has shown that this study has successfully completed the objectives, which are to understand tourists' motivation on visiting wellness center in Malaysia. Four out of seven independent variables that have a significant relationship tourists' motivation and the other three variables show no significant relationship on tourists' motivation. This shows that there are some other ways to do this research and some useful suggestions and recommendations have been mentioned to support and carry out the future study on this topic

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Ajzen, I. (2005). *EBOOK: Attitudes, Personality and Behaviour*. McGraw-hill education (UK).
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. Englewood Cliffs, NJ: Prentice Hall. *Anatolia*, Vol. 19 No. 1, pp. 103-115.
- Atmowardoyo, H. (2018). Research methods in TEFL studies: Descriptive research, case study, error analysis, and R&D. *Journal of Language Teaching and Research*,9(1),197-204.
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis – a case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623-636.
- Bhat, S. A., & Darzi, M. A. (2018). Antecedents of tourist loyalty to tourist destinations: A mediated-moderation study. *International Journal of Tourism Cities*, 4(2), 261–278. <https://doi.org/10.1108/IJTC-12-2017-0079>
- Bianchi, C., Milberg, S., & Cúneo, A. (2017). Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management*, 59, 312–324. doi: 10.1016/j.tourman.2016.08.013
- Brandano Maria, G., Osti, L., & Pulina, M. (2019). How motivations and satisfaction influence wine tourists' loyalty? An analysis of the Italian case. *International Journal of Culture, Tourism and Hospitality Research*, 13(1), 55–69. <https://doi.org/10.1108/IJCTHR-04-2018-0054>
- Bae, S. Y., & Chang, P.-J. (2020). The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020). *Current Issues in Tourism*, 24(7), 1017–1035. <https://doi.org/10.1080/13683500.2020.1798895>
- Basias, N., & Pollalis, Y. (2018). Quantitative and qualitative research in Business & technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*,7(1),91-105.

- Chen, J. S., Prebensen, N., & Huan, T. C. (2008). Determining the motivation of wellness travelers. *Anatolia*, 19(1), 103–115. doi:10.1080/13032917.2008.9687056
- Chen, J.S., Prebensen, N. and Huan, T.C. (2008), “Determining the motivation of wellness travelers”,
- Cohen, S., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872-909.
- Dean, D., & Suhartanto, D. (2019). The formation of visitor behavioral intention to creative tourism: The role of push–pull motivation. *Asia Pacific Journal of Tourism Research*, 24(5), 393–403. <https://doi.org/10.1080/10941665.2019.1572631>
- Douglas, A., Hoogendoorn, G., & Richards, G. (2023). Activities as the critical link between motivation and destination choice in cultural tourism. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/jhti-09-2022-0442>
- Dalati, S. (2018). Measurement and measurement scale. In J. M. Gomez, & S. Mouselli (Eds), *Modernizing the academic teaching and research Environment: Methodologies and cases in business research* (1st ed., pp.79-96). Springer International Publishing.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Fumiyo, Kondo. (2014). A Cross-National Analysis of Intention to Use Multiple Mobile Entertainment Services. *Journal of Global Information Technology Management*. 17. 45-60. 10.1080/1097198X.2014.910991.
- Franke, G., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. *Internet Research*, 29(3), 430-447.
- Gani, A., Imtiaz, N., Rathakrishnan, M., & Krishnasamy, H. N. (2020). A pilot test for establishing validity and reliability of qualitative interview in the blended learning English proficiency course. *Journal of critical reviews*, 7(05), 140-143.
- Giap, T., Gopalan, S., & Ye, Y. (2016). Drivers of growth in the travel and tourism industry in Malaysia: A Geweke causality analysis. *Economies*, 4(1), 3.

- Goertzen, M.J. (2017). Introduction to quantitative research and data. *Library Technology Reports*, 53(4), 12-18.
- Ganesha, H. R., & Aithal, P. S. (2022). How to choose an appropriate research data collection method and method choice among various research data collection methods and method choices during ph.D.. program in India? *International Journal of Management, Technology, and Social Sciences*, 455–489. <https://doi.org/10.47992/ijmts.2581.6012.0233>
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659–668. doi: 10.1016/j.ijhm.2010.01.001
- Hashemi, S. M., Jusoh, J., Kiumarsi, S., & Mohammadi, S. (2015). Influence factors of spa and wellness tourism on revisit intention: The mediating role of International Tourist Motivation and tourist satisfaction. *International Journal of Research -GRANTHAALAYAH*, 3(7), 1–11. <https://doi.org/10.29121/granthaalayah.v3.i7.2015.2976>
- Hudson, S., Thal, K., Cárdenas, D., & Meng, F. (2017). Wellness tourism: Stress alleviation or indulging healthful habits? *International Journal of Culture, Tourism and Hospitality Research*, 11(1), 35–52. <https://doi.org/10.1108/ijcthr-09-2015-0111>
- Hung, V. V., Dey, S. K., Vaculcikova, Z., & Anh, L. T. (2021). The influence of tourists' experience on destination loyalty: A case study of hue city, Vietnam. *Sustainability*, 13(16), 8889. <https://doi.org/10.3390/su13168889>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.)*. Thousand Oaks, CA: Sage
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017a), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage, Thousand Oaks, CA.
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019), "When to use and how to report the results of PLS-SEM", *European Business Review*, Vol. 31 No. 1, pp. 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>

- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43, 115-135.
- Jiang, X., Qin, J., Gao, J., & Gossage, M. G. (2022). How tourists' perception affects travel intention: Mechanism pathways and boundary conditions. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.821364>
- Johnston, M. P. (2017). Secondary Data Analysis: A Method of which the Time Has Come. *Qualitative and Quantitative Methods in Libraries*, 3(3), 619-626. Retrieved from <http://www.qqmljournal.net/index.php/qqml/article/view/169>
- Kim, E., Chiang, L. (Luke), & Tang, L. (Rebecca). (2016). Investigating wellness tourists' motivation, engagement, and loyalty: in search of the missing link. *Journal of Travel & Tourism Marketing*, 34(7), 867–879. <https://doi.org/10.1080/10548408.2016.1261756>
- Kim, S., Lee, S. K., Lee, D., Jeong, J., & Moon, J. (2019). The effect of agritourism experience on consumers' future food purchase patterns. *Tourism Management*, 70, 144–152. <https://doi.org/10.1016/j.tourman.2018.08.003>
- Li, J., Nguyen, T. H., & Coca-Stefaniak, J. A. (2021). Coronavirus impacts on post-pandemic planned travel behaviours. *Annals of Tourism Research*, 86, 102964. <https://doi.org/10.1016/j.annals.2020.102964>
- Liu, L., Zhou, Y., & Sun, X. (2023). The impact of the wellness tourism experience on tourist well-being: The mediating role of tourist satisfaction. *Sustainability*, 15(3), 1872. <https://doi.org/10.3390/su15031872>
- Lam, T., & Hsu, C. H. (2004). Theory of planned behavior: Potential Travelers from China. *Journal of Hospitality & Tourism Research*, 28(4), 463–482. <https://doi.org/10.1177/1096348004267515>
- Lee, J., & Kim, J.-J. (2023). A study on market segmentation according to wellness tourism motivation and differences in behavior between the groups—focusing on satisfaction, behavioral intention,

- and flow. *International Journal of Environmental Research and Public Health*, 20(2), 1063. <https://doi.org/10.3390/ijerph20021063>
- Lee, J., & Kim, J.-J. (2023). A study on market segmentation according to wellness tourism motivation and differences in behavior between the groups—focusing on satisfaction, behavioral intention, and flow. *International Journal of Environmental Research and Public Health*, 20(2), 1063. <https://doi.org/10.3390/ijerph20021063>
- Lim, Y. J., Kim, H. K., & Lee, T. J. (2015). Visitor Motivational Factors and Level of Satisfaction in Wellness Tourism: Comparison Between First-Time Visitors and Repeat Visitors. *Asia Pacific Journal of Tourism Research*, 21(2), 137–156
- Lim, Y. J., Kim, H. K., & Lee, T. J. (2016). Visitor motivational factors and level of satisfaction in wellness tourism: Comparison between first-time visitors and repeat visitors. *Asia Pacific Journal of Tourism Research*, 21(2), 137-156.
- Liu, Y., Hultman, M., Eisingerich, A. B., & Wei, X. (2020). How does brand loyalty interact with tourism destination? Exploring the effect of brand loyalty on place attachment. *Annals of Tourism Research*, 81, 102879. <https://doi.org/10.1016/j.annals.2020.102879>
- Lv, X., Li, C., & McCabe, S. (2020). Expanding theory of tourists' destination loyalty: The role of sensory impressions. *Tourism Management*, 77, 104026. <https://doi.org/10.1016/j.tourman.2019.104026>
- Mahavera, S. (2023, July 22). How tourism Malaysia is building back the sector in the post-covid era. *The Star*. <https://www.thestar.com.my/news/focus/2023/07/23/how-tourism-malaysia-is-building-back-the-sector-in-the-post-covid-era>
- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and Social Psychology Bulletin*, 18(1), 3–9. <https://doi.org/10.1177/0146167292181001>
- March, R., & Woodside, A. G. (2005). Testing theory of planned versus realized tourism behavior. *Annals of Tourism Research*, 32(4), 905–924. <https://doi.org/10.1016/j.annals.2004.07.012>

- Market.U.S. (2023, May 23). *Health and wellness market to record a cagr of 7%, health & wellness food to be largest revenue-generating type segment - market.us*. GlobeNewswire News Room. <https://www.globenewswire.com/en/news-release/2023/05/23/2674439/0/en/Health-And-Wellness-Market-to-Record-a-CAGR-of-7-Health-Wellness-Food-to-be-Largest-Revenue-Generating-Type-Segment-Market-us.html>
- Mohd Karim, K., & Sakdan, M. F. (2019). The role of Public Sector in Tourism Development: Review of Tourism Islands in Malaysia. *Journal of Tourism, Hospitality and Environment Management*, 57–65. <https://doi.org/10.35631/jthem.415006>
- Mweshi, G. K., & Sakyi, K. (2020). Application of sampling methods for the research design. *Archives of Business Research*, 8(11), 180–193. <https://doi.org/10.14738/abr.811.9042>
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size For Survey Research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- New Straits Times. (2019, June 17). *Malaysia among top 10 wellness tourism markets in Asia Pacific*. <https://www.nst.com.my/news/nation/2019/06/497083/malaysia-among-top-10-wellness-tourism-markets-asia-pacific>
- Nguyen, H. M., Phuc, H. N., & Tam, D. T. (2023). Travel intention determinants during COVID-19: The role of trust in government performance. *Journal of Innovation & Knowledge*, 8(2), 100341. <https://doi.org/10.1016/j.jik.2023.100341>
- Obilor, E. I. (2023). Convenience and purposive sampling techniques: Are they the same. *International Journal of Innovative Social & Science Education Research*, 11(1), 1-7.
- Park, J., Musa, G., Moghavvemi, S., Thirumoorathi, T., Taha, A. Z., Mohtar, M., & Sarker, M. M. (2019). Travel motivation among cross border tourists: Case study of langkawi. *Tourism Management Perspectives*, 31, 63–71. <https://doi.org/10.1016/j.tmp.2019.03.004>
- Peng, Y., Zhu, Q., Wang, B., & Ren, J. (2020). A cross-sectional study on interference control: Age affects reactive control but not proactive control. *PeerJ*, 8. <https://doi.org/10.7717/peerj.8365>

- Purwanto, A. (2021). Partial least squares structural equation modeling (PLS-SEM) analysis for social and management research: a literature review. *Journal of Industrial Engineering & Management Research*.
- Pereira, V., Gupta, J. J., & Hussain, S. (2019). Impact of travel motivation on tourist's attitude toward destination: Evidence of mediating effect of Destination Image. *Journal of Hospitality & Tourism Research*, 46(5), 946–971. <https://doi.org/10.1177/1096348019887528>
- Rahman, M.S. (2017). The advantages and disadvantages of using qualitative and quantitative approaches and methods in language “testing and assessment” research: A literature review. *Journal of Education and Learning*, 6(1), 102-112.
- Schmude, J., Pillmayer, M., Witting, M., & Corradini, P. (2021). Geography matters, but... evolving success factors for nature-oriented health tourism within selected Alpine destinations. *International Journal of Environmental Research and Public Health*, 18(10), 5389. <https://doi.org/10.3390/ijerph18105389>
- Siedlecki, S.L. (2020). Understanding descriptive research designs and methods. *ClinicNurseSpecialist*, 34(1), 8-12.
- Schweiker, M., André, M., Al-Atrash, F., Al-Khatri, H., Alprianti, R. R., Alsaad, H., Amin, R., Ampatzi, E., Arsano, A. Y., Azar, E., Bannazadeh, B., Batagarawa, A., Becker, S., Buonocore, C., Cao, B., Choi, J.-H., Chun, C., Daanen, H., Damiati, S. A., ... Zomorodian, Z. (2020). Evaluating assumptions of scales for subjective assessment of thermal environments – do laypersons perceive them the way, we researchers believe? *Energy and Buildings*, 211, 109761. <https://doi.org/10.1016/j.enbuild.2020.109761>
- Singh, R., Manhas, P. S., Mir, M. A., & Quintela, J. A. (2022). Investigating the Relationship between Experience, Well-Being, and Loyalty: A Study of Wellness Tourists. *Administrative Sciences*, 12(3), 98. <https://doi.org/10.3390/admsci12030098>
- Stephanie. (2020, October 22). Nominal Ordinal Interval Ratio & Cardinal: Examples. <https://www.statisticshowto.com/nominal-ordinal-interval-ratio/>.

- Shukor, M. S., Mohd Salleh, N. H., & Mohd Idris, S. H. (2017). An evaluation of the effects of motivation, satisfaction on Destination Loyalty: Case Study tourism Malaysia. *International Journal of Social Sciences and Management*, 4(2), 137–147. <https://doi.org/10.3126/ijssm.v4i2.16577>
- Soliman, M. (2019). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 524–549. <https://doi.org/10.1080/15256480.2019.1692755>
- Travel and Tourism Competitiveness Report (2017). Retrieved on 4 February 2018 from http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf
- Tsai, S.-P. (2020), “Driving destination loyalty via separate impact of hedonia and eudaimonia”, *Current Issues in Tourism*, Vol. 24 No. 8, pp. 1-6, doi: 10.1080/ 13683500.2020.1763267
- Ulker-Demirel, E., & Ciftci, G. (2020). A systematic literature review of the theory of planned behavior in tourism, leisure and Hospitality Management Research. *Journal of Hospitality and Tourism Management*, 43, 209–219. <https://doi.org/10.1016/j.jhtm.2020.04.003>
- Valentine, N. A. (2016). Wellness tourism: Using tourists’ preferences to evaluate the wellness tourism market in Jamaica. *Review of Social Sciences*, 1(3). <https://doi.org/10.18533/rss.v1i3.16>
- xuxin. (2018, October 4). *Across china: Wellness tourism gains popularity among young white collars*. Xinhua. http://www.xinhuanet.com/english/2018-10/04/c_137511477.htm
- Yuzhanin, S., & Fisher, D. (2016). The efficacy of the theory of planned behaviour for predicting intentions to choose a travel destination: A review- rural border region. *Tourism Geographies*, 8(2), 182-204.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Cengage Learning.

Appendix A: Survey Questionnaire

Survey Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)
FINAL YEAR PROJECT**

**TITLE OF RESEARCH:
UNDERSTANDING TOURISTS' MOTIVATION ON WELLNESS
CENTER IN MALAYSIA**

Dear respondents,

I am Yong Zi Yee, currently a final year undergraduate student pursuing degree of Bachelor of International Business (Hons) from Faculty of Accountancy & Management (FAM) at Universiti Tunku Abdul Rahman (UTAR). I am conducting my final year project (FYP) on "Understanding Tourists' Motivation on Wellness Center in Malaysia".

I would like to invite you to participate in this questionnaire survey. This questionnaire consists of three sections including Section A, Section B and Section C. Kindly answer ALL questions in ALL sections. It only takes 5-10 minutes of your time to complete this questionnaire. The participation of this questionnaire is on a voluntary basis. Your acceptance to participate in this survey is sincerely appreciated. Thank you for your time and effort.

Your responses are important for me to complete the research. Kindly be informed that all of your answers and information will be kept private and confidential, and used solely for academic purpose. If you have any question about the survey questionnaire, please contact me through email at Jerricazy@1utar.my. Thank you for your participation and cooperation in this survey.

SECTION A: GENERAL INFORMATION

Please tick ONE answer for questions below.

1. Gender
 - Male
 - Female

2. Age
 - 18–25 years
 - 26–35 years
 - 36–45 years

3. Education
 - High school or equivalent
 - Diploma
 - Bachelor degree or equivalent
 - Master degree
 - Doctoral degree

4. Occupation
 - Professional
 - Employed
 - Student
 - Self-employed

5. Monthly income (RM)
 - 1500–3000
 - 3001– 4000
 - 4001-5000
 - 5001 and above

6. How many times have you taken/ experienced wellness tourism trip within the past 24 months?
 - Never
 - 1–3 times
 - More than 3 times

7. How long do you normally take a travel trip?
 - 1 – 2 nights
 - 3–4 nights
 - 5 – 6 nights
 - 7 nights or more

8. Based on your recent trips, how did you organize your trip?
 - Self-Organized
 - Organized by tourist agency
 - Organized by corporates

9. How do prefer to travel?
- Group tour
 - Free Independent Traveler (FIT)
 - Bleisure (Business with Pleasure)
10. Preference of wellness tourism activities (you can choose more than one answer)
- Leisure
 - Cultural & Historical sightseeing
 - Sports
 - Adventure
 - Wellness & Spa
 - Religious & Spiritual retreat
 - Health & Medical
 - Natural sightseeing

SECTION B:

Listed below are the measurement items regarding Understanding Tourists' Motivation (Cultural Aspect, Destination Loyalty, Relaxation, Satisfaction, Attitude, Subjective Norms, and Perceived Behavioural Control) on Wellness Center in Malaysia. Kindly select the answer that reflects your opinion for each of the following questions.

** Wellness tourism is voluntary travel to destinations across the world with the goal of increasing health and well-being through physical, psychological, or spiritual activities.*

Cultural Aspect	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am able to visit historical places while visiting wellness centre	1	2	3	4	5
I can experience different culture and ways of life	1	2	3	4	5
It fulfils my curiosity about local traditional lifestyles	1	2	3	4	5
I get to attend cultural events that I don't have access to at my home country	1	2	3	4	5

Destination Loyalty	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I will encourage other people to travel to the certain wellness centre	1	2	3	4	5
I will spread positive word of mouth of the certain wellness centre	1	2	3	4	5
I will recommend my family to visit the wellness centre	1	2	3	4	5
I will recommend my friends to visit the wellness centre	1	2	3	4	5

Relaxation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am able to escape the demands of everyday life	1	2	3	4	5
I am able to return to everyday life feeling rejuvenated	1	2	3	4	5
I am able to find peace and quiet	1	2	3	4	5
Wellness centre give me time and space for reflection	1	2	3	4	5

Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with my decision on visiting wellness center	1	2	3	4	5
My choice about visiting wellness center is wise	1	2	3	4	5
My experiences when visiting wellness center is satisfactory.	1	2	3	4	5

Attitude	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe my wellness traveling is valuable.	1	2	3	4	5
I believe my wellness traveling is beneficial	1	2	3	4	5
I believe I would enjoy my wellness traveling	1	2	3	4	5
I believed I would be satisfied with my wellness traveling	1	2	3	4	5

Subjective Norms	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Most people important to me think that I should visit wellness centre	1	2	3	4	5
Most people who are important to me would want me to visit wellness centre	1	2	3	4	5
People whose opinions are valued to me would prefer that I should visit wellness centre	1	2	3	4	5

Perceived Behavioral Control	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is up to me whether I will visit wellness centre or not	1	2	3	4	5
I am confident that I will visit wellness centre	1	2	3	4	5
I have the money to visit wellness centre	1	2	3	4	5
I have the time to visit wellness centre	1	2	3	4	5
I have the opportunities to visit wellness centre	1	2	3	4	5

SECTION C:

This section is related to Understanding Tourists' Motivation on Wellness Center in Malaysia. Please indicate how strongly you agree or disagree with the statements.

Dependent Variables

Tourists' Motivation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would like to engage in wellness tourism someday	1	2	3	4	5
I believe it's time to alleviate the travel restrictions.	1	2	3	4	5
I believe safety measures can allow me to visit wellness centre	1	2	3	4	5
I have confidence to visit wellness centre after pandemic.	1	2	3	4	5