FEATURES OF SOCIAL MEDIA AFFECT THE PLANNING DECISION OF LOCAL TOURISTS TRAVELLING IN MALAYSIA

BY

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ABSTRACT

In the widely used social media environment, tourists would look up information about the tourist attractions to ensure to make a better plan. In Malaysia's tourism sector the slogan "Cuti-Cuti Malaysia" urges Malaysian to travel among in the country for years.

Making a stronger link between social media features and local tourists' planning decisions is the main objective of this study. The IVs proposed in our research align with the theory with an additional variable. The proposed variable consists of Perceived usefulness (PU), Perceived ease of use (PEOU), and Perceived Enjoyment (PE). A total of three hypotheses were developed, to examine whether the features of social media would affect the planning decision of local tourist in Malaysia. Likewise, 384 respondents who have experienced using social media features on tourism planning decision were collected through the questionnaire distributed. In this research, Technology Acceptance Model (TAM) was utilized and analyzed on the reliability test, Pearson's Correlation Coefficient Analysis, and Multiple Regression Analysis to illustrate the relationship between IVs and DV. Based on the result of our findings states that all the IVs have a significant relationship with DV. The dimension of SERVQUAL, which is the PU, consists of the largest influence on the features of social media.

This research can provide valuable insights for both researchers and practitioners, helping them better understand on features of social media effects the planning decision of local tourists travelling in Malaysia.

Keywords: Features of social media, Planning Decision, Tourism, Local Tourists, Malaysia, Travel

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
DOSM	Department of Statistics Malaysia
DV	Dependent Variable
IV	Independent Variable
MRA	Multiple Regression Analysis
PE	Perceived Enjoyment
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
SNS	Social Networking Sites
SPSS	Software Package for Social Sciences
TAM	Technology Acceptance Model
UGC	User-Generated Content
UTAR	Universiti Tunku Abdul Rahman

LIST OF APPENDICES

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research paper aims to study "Features of social media that effect the planning decision of local tourists travelling in Malaysia." Chapter 1 includes the outline, discussing this research's background, problems, objectives, and significance.

1.1 Research Background

Social media has become indispensable for many travelers, revolutionizing how tourists search for, evaluate, and finalize travel plans. According to Aichner et al. (2021), social media can be defined as a broad range of online platforms such as blogs, social networking sites (SNS), microblogs, photo sharing, video sharing, and forums. The definition acknowledges that social media is a complex, umbrella term describing various online interaction spaces that enable users to share content, connect, and interact with businesses and individuals playing active roles (Rhee et al., 2021). The evolution of these platforms reflects their shifting roles in social communication, marketing, and information sharing. Platforms like Instagram, TikTok, and Facebook dominate this shift, offering features such as geotagging, algorithmic recommendations, and influencer collaborations that cater to travelers' needs for authenticity and real-time insights (Dr. Bhola Chourasia, 2024). With the rise of websites featuring traveler-generated content**,** many researchers have acknowledged social media's important role in the vacation planning process. They propose that a fundamental reason travelers utilize social media and user-generated content (UGC) is to collect valuable information on their trips. (Cox et al., 2009; Huang et al., 2010; Lo et al., 2011; Tussyadiah et al., 2011). According to Nasution et al. (2023), these platforms allow

users to share their insights, experiences, opinions, and personal travel stories, which become valuable information sources for future travelers.

User-generated content (UGC) includes reviews, photographs, and videos, and often feels more trustworthy than traditional ads because it comes directly from real people sharing their relatable experiences. These platforms have become an indispensable source of information for others seeking travel advice. According to Kwon et al. (2021), consumers trust peer recommendations 3x more than corporate messaging, as UGC lacks commercial bias. For example, TikTok videos tagged #MalaysiaFoodie, showcasing street food in Penang's Gurney Drive, garner higher engagement than official tourism ads, as viewers perceive them as authentic and relatable (Kwon et al., 2021). This shift is particularly relevant to the local tourism industry in Malaysia, where integrating social media into tourism planning has become an integral part of traveler and destination marketers.

Tourism is one of the world economy's most dynamic and critical sectors, and it plays a vital role in job creation, economic development, and cultural exchange. According to Camilleri (2018), the tourism industry is a key sector of the global economy, comprising an extensive range of businesses and services that cater to tourists. This industry encompasses transportation, hotels, entertainment, and other enterprises that facilitate leisure and commercial travel. These interrelated components promote economic activity while contributing to global destinations ' social and cultural fabric. Malaysia's tourist industry is essential to the country's economic success.

Domestic tourism in Malaysia shows indications of recovery and expansion following the interruptions created by the COVID-19 pandemic. According to the DOSM (2024), conducted by the Department of Statistics Malaysia, there has been a notable rebound in travel activities nationwide. In 2023, Malaysia recorded 241.5 million domestic visitors, up from 207.8 million in 2022. Correspondingly, the total expenditure by

domestic tourists also rose to RM84.9 billion, indicating a strong return of consumer spending in the tourism sector (refer to Appendix 1.1).

Regarding the local tourism industry in Malaysia, integrating social media into tourism planning has become indispensable. Understanding how various social media features influence travelers is critical for destination marketers to develop effective marketing strategies that resonate with the modern traveler (Afren, 2024). While each social media platform offers unique features and functions, they all share characteristics that make them compelling tools for travel planning (Ammirato et al., 2021). They are no longer just channels for personal updates; they have become crucial tools for discovery, decision-making, and sharing experiences. This trend has shifted the way passengers plan their travels, choose places, and interact with marketers. Social media platforms offer real-time connection and involvement, allowing tourists to share their experiences, seek advice, and connect with others who have similar interests. (Camilleri & Kozak, 2022). This fosters community and belonging, which can significantly influence travel decisions (Dini et al., 2023). By tapping into the power of social media, destination marketers in Malaysia can engage with travelers more effectively, enhancing their marketing strategies and ultimately driving tourism to the country (Alghamdi & Abdul Wahid, 2024).

1.2 Research Problem

In the digital era, social media has become an essential component of the travel business, significantly influencing how tourists plan and experience their vacations. Platforms like Instagram, Facebook, TikTok, and YouTube offer various travel-related content, ranging from user-generated reviews to influential recommendations. These platforms have transformed the way local Malaysian visitors make travel selections, typically

picking places that are popular or visually appealing on social media rather than those that may have deeper cultural or experience value. (Siti-Nabiha et al., 2021).

However, the democratization of travel information brought about by these platforms has also had several unexpected consequences, according to Dimitriou and AbouElgheit (2019) stated that one major trend is that travelers tend to prefer places that look great in photos or are "Instagram-worthy," often missing out on destinations that are more culturally deep or off-the-beaten-path. The allure of photogenic locations, which are often carefully crafted and marketed by influencers, can lead travelers to overlook destinations with more authentic or sustainable tourism potential. This dynamic, often referred to as 'Instagrammability', is a core feature of the modern traveler's decision-making process (Tavares & Leal, 2024). The concept emphasizes that visually appealing destinations, even if they lack deep cultural or historical significance, are increasingly preferred by tourists.

The algorithm-driven nature of social media platforms tends to prioritize content that receives the most engagement, which often leads to the promotion of already popular destinations, resulting in overcrowding and the neglect of lesser-known, but equally significant sites (Munar & Jacobsen, 2020). In the case of Malaysia, this means that well-known tourist spots like Kuala Lumpur's Petronas Towers, Langkawi's beaches, or Penang or Ipoh's Street food culture are overexposed on social media platforms. While these places are indeed important, too many popular tourist attractions can lead to overcrowding and pressure on local infrastructure, resources, and the environment, as well as a homogenized tourist experience that does not fully showcase Malaysia's diversity (Yusoh et al., 2023).

In addition, the real-time nature of social media allows for the rapid spread of tourism trends, which can produce fleeting tourism booms that lead to unsustainable tourism behavior (Osei, Mensah, & Tandoh, 2023). These trends can lead to degradation of

natural and cultural resources as destinations struggle to manage the sudden influx of tourists. Given these dynamics, there is an urgent need to understand how social media features can influence the tourism planning decisions of local tourists in Malaysia. Do these platforms enhance the tourism experience by providing valuable insights, or do they contribute to a superficial and potentially unsustainable tourism culture? As a result, the purpose of this study is to investigate the specific elements of social media that have the most significant influence on the tourism planning decisions of local visitors in Malaysia, as well as to find ways to align the impacts of social media with the principles of sustainable tourism development.

1.3 Research Objectives

1.3.1 General Objectives

The research objectives of this study are to examine the features of social media that effect the planning decisions of local tourists travelling to Malaysia.

1.3.2 Specific Objectives

1. To examine the relationship between the perceived usefulness of social media and the planning decisions of local tourists traveling in Malaysia.
2. To examine the relationship between perceived ease of use of social media and the planning decisions of local tourists traveling in Malaysia.
3. To examine the relationship between perceived enjoyment of social media and the planning decisions of local tourists traveling in Malaysia.

1.4 Research Questions

1. Does perceived usefulness have a significant relationship with the planning decisions of local tourists travelling in Malaysia?
2. Does perceived ease of use have a significant relationship with the planning decisions of local tourists travelling in Malaysia?
3. Does perceived enjoyment have a significant relationship with the planning decisions of local tourists travelling in Malaysia?

1.5 Research Significance

1.5.1 To Academics

Social media has been the most recent research in past studies to understand the impact that social media has on customers' purchase decisions. From the theoretical viewpoint, the findings of this research can allow academics to gain valuable insights. For instance, customers will be impacted by the photos, reviews, videos, and content shared among users on social media platforms. Moreover, academics can adapt the TAM model to explore and examine how the features of social media effect the planning decisions of local tourists travelling in Malaysia.

Consequently, this study adds to the body of knowledge in academia by putting forth a conceptual framework that fills in existing gaps. It improves academic knowledge by using a structured model to connect social media elements with decision-making behaviours. As a result, this study will be helpful to academics since it offers an ideal model that can close a gap in the literature by enhancing the body of knowledge about how social media features effect local tourists' decisions to travel to Malaysia. Hence,

offering a deeper comprehension of each unique interaction between each IV and DV, rather than just focusing on the general point of view, helps them gain additional knowledge and insights into the relationship.

1.5.2 To Practitioners

This study's results can boost tourism traffic and income in Malaysia by assisting businesses and travellers with creating more successful social media marketing tactics that appeal to local tourists. Businesses in the tourism industry can improve customer engagement and online presence by knowing which social media features are most important. Therefore, this study assists tourism practitioners, including travel agencies, hotels, car rental companies, and local businesses, in effectively marketing tourist locations by creating the most successful social media tools, such as social media sites and groups.

Additionally, local governments can use social media features to start a tourism campaign highlighting the unique qualities of various cuisines and tourist sites to help create their presence. Governments can also build more infrastructure by investigating the feedback and opinions of visitors who live in the area, such as easily accessible public transport and well-maintained roads. This will improve the experience for visitors from nearby regions. In the end, this may draw more travelers to these locations, stimulating local economies and promoting growth in the community.

1.6 Conclusion

The general framework and goals of our investigation are presented in this chapter. The foundation for the next chapter is laid by introducing the background, recognizing the

difficulties and challenges, outlining the objectives and research questions, and emphasizing the importance of the chapter.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will review the Technology Acceptance Model (TAM) and related literature. The proposed framework and hypothesis are also presented in order to identify the features of social media's impact on local tourists' planning choices. This chapter will cover our review of the literature, which comprises 2.1 Underlying Theories, 2.2 Review of Variables, 2.3 Conceptual Framework, 2.4 Hypothesis Development, and 2.5 Conclusion.

2.1 Underlying Theory- TAM

The most well-established theory to describe people's adoption and utilization of information technologies is the T**echnology Acceptance Model (TAM)**. Fred D. Davis created the framework known as the TAM in 1968 (Mariani et al., 2019). Because it is more effective and readily adjustable to different contexts than its resultant extensions, their research has shown it to be the most often used framework for describing people's adoption and usage of information systems. The Technology Acceptance Model (TAM) was initially developed to explain how information systems are used in organizational settings. Still, it has since been used in various contexts to analyse new technology acceptance and forecast and clarify the actions of technology users.

Davis (1989) suggested that perceived usefulness, ease of use, and enjoyment could account for users' motivation. It has been speculated that how an individual feels towards a system plays a significant role in deciding whether to accept or reject it. Accordingly, it was thought that three fundamental ideas would influence the user's

mindset: the perceived ease of use, enjoyment, and usefulness. Researchers define usefulness as how consumers consider the content to help meet their information needs, taking into account the context of our study. As the findings of Kwon et al. (2021), they highlight how users' trust and buying intentions are strengthened by helpful information shared on social media. Numerous studies claim that helpful web content significantly improves consumers' attitudes about brands and buying intentions.

According to Muchran and Ahmar (2019), TAM is used to assess and examine the factors that affect an individual's decision to embrace or reject information technology.. This study looks at how social media affects people's travel choices using the TAM model. Social media features can provide local tourists in Malaysia with valuable tourism information that will ultimately assist them in making better travel decisions regarding places and experiences. Moon and Kim (2001, as cited in Mariani et al., 2019) state that the reality that research outcomes conducted on the TAM have a strong connection to the event being studied is one of its primary drawbacks. Therefore**,** **t**hrough an expansion of earlier research, this study used TAM to examine how non-travel-specific social media is used to make travel-related decisions.

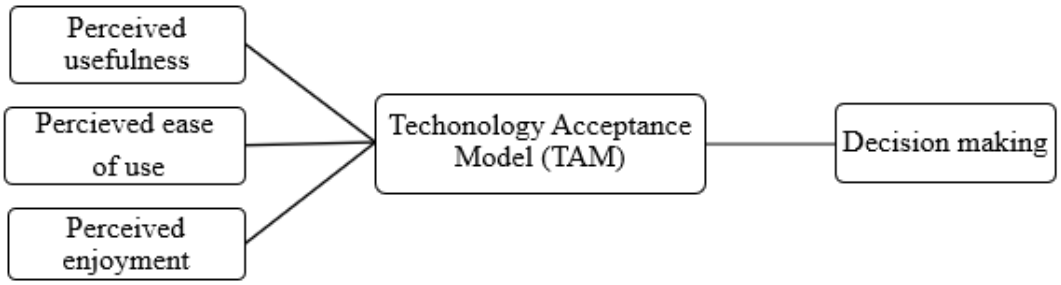

Figure 2.1: TAM Model (Fred D, 1968)

In this study, the mediator variable “attitude” is omitted from the framework and focuses on the immediate effects on local communities of PU, PEOU, and PE tourist planning decisions. Past research has stated that the PU, PEOU, and PE impact the

users' attitude towards using technology (Muchran & Ahmar, 2019). Removing the attitude as a mediator enhances the focus on the other three variables.

2.2 Review of variables

2.2.1 Perceived usefulness of using social media

In the research of David (1987), **Perceived Usefulness (PU)** is defined as a person who thinks applying a particular framework would improve their ability to make decisions. A system that enjoys high perceived usefulness additionally includes a system that users believe offers an advantageous use-performance relationship. Perceived usefulness, as used in the study by Mariani et al. (2019), describes travellers' anticipation that employing non-travel-specific social media will improve their trip preparation. It has been discovered that this condition is a fundamental drive for using electronic devices in travel and tourist contexts. These days, social media users publish their ideas and thoughts about various topics and use the network for social interaction. Studies have previously indicated that social media users value information from other users regarding a company or product more than they do from other sources. Through online blogs and professional comments, digital resources have been acknowledged in previous studies as a trustworthy source of knowledge for decision-making (Khan et al., 2020).

2.2.2 Perceived ease of use of social media

In the findings of David (1987), **Perceived Ease of Use (PEOU)** describes an individual's belief that minimal effort will be needed when using a specific system or

application. Researchers claim that, everything else being comparable, people are more inclined to accept a simpler application than a more complex one. E-commerce numbers are increasing, and it shows that consumers prefer websites that are easy to navigate and user-friendly, as they will not put too much effort into learning something new when they are familiar with something they know. Customers have a greater tendency to use technology regularly when they consider it easy to utilise. Therefore, this concept may also describe how simple technology can be utilized for online purchases (Syaharani & Yasa, 2022). In the research of Mariani et al. (2019), the Technology Acceptance Model (TAM) demonstrated the significance of ease of use in travel and tourism-related material. Social media is an excellent instrument for tourists who want to learn something fresh. Social media marketing is a growing trend to improve the experience of customers. The features are designed to be simple to use and minimally demanding to operate effectively. Shows that social media provides easy-to-use features that let users quickly access information about tourist destinations (Bui et al., 2021).

2.2.3 Perceived Enjoyment of Using Social Media

The extent to which people find using technology to be truly enjoyable, independent of how well it works, is known as perceived enjoyment, or PE **(**Petrović et al., 2022). When participating in an activity, defined as the extent to which utilising technology is perceived as truly enjoyable, regardless of how well it functions (Petrović et al., 2022). Since enjoyment is what motivates experiential shopping, it is a significant factor. Because they appreciate the simplicity, outstanding communication tools, and content. Due to an international travel trend whereby photos shared on Instagram spark interest in cruise travel, there has been a rise in the number of younger passengers. The process counts most regarding enjoyment, which is why people shop online (Agarwal et al., 2022). Creating a joyful atmosphere can be particularly helpful when grabbing the interest of individuals who use social networking sites to find interesting and entertaining activities (Tsai and Bui as cited in Kim et al., 2021). According to this

study, perceived enjoyment is customer satisfaction when interacting in the tourism sector.

2.2.4 Planning decisions of local tourists visiting Malaysia

The process of making travel decisions mainly consists of planning, using, and evaluating trip-related resources and goods (Dwityas & Briandana, 2017). Social media's presence and growing use also impact tourism, since they are essential to the industry's decision-making procedures and information-seeking practices. According to the findings of Matikiti and Rosemary (2019), travellers are increasingly turning to official social media platforms as primary information sources. Social media is becoming more and more significant in the tourism industry and is influencing business operations everywhere. Additionally, content on social media may persuade tourists to change their minds before making a decision. These choices may involve a broad range of requirements, such as the choice of destination, financial planning, method of transportation, preferred accommodation, itinerary planning, and other components that affect the tourist experience (Lăzăroiu et al., 2020). Travel decisions made by local visitors include where they are interested in visiting, how they wish to get there, where they are interested in staying, and what experiences they would like to engage in.

2.3 Conceptual framework

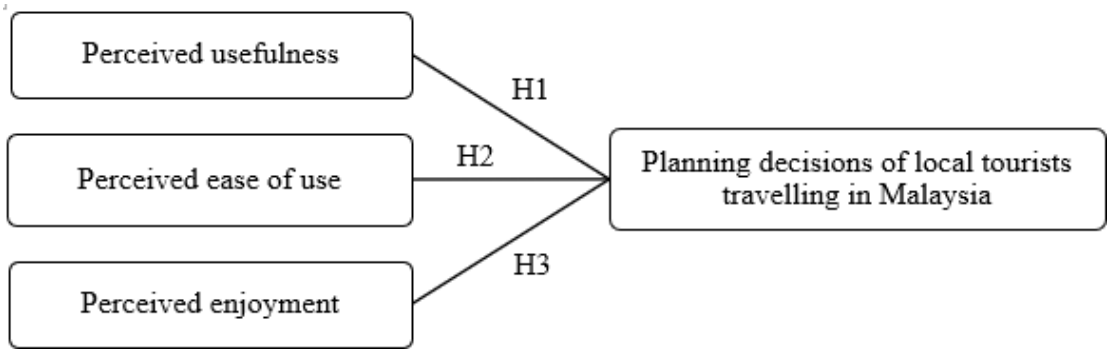

Figure 2.2: Conceptual Framework (Own Development)

2.4 Hypothesis development

2.4.1 The perceived usefulness of features of social media makes local tourists plan decisions on traveling in Malaysia

Many studies implied that perceived usefulness refers to tourists' expectations that using social media will enhance their trip preparation. It has been discovered that this condition is a fundamental incentive for using technology in travel and tourist situations. As usefulness relates to specific tasks or objectives, its value could decrease when taken from the original context (Mariani et al., 2019). The message's credibility and usefulness correspond with the material's quality, requiring an elevated level of involvement, critical thinking, and elaboration. On the contrary, when consumers rely on additional cues like opinion and visual appeal, they are likelier to take in information (Kwon et al, 2021). For example, one of the social media platforms, Facebook, has the features of posting, commenting, and getting recommendations from others, making it useful for tourists to acknowledge some information about the tourist destinations (Mas'od et al, 2020). The visuals and social media content will trigger local tourists to plan their destinations. Users found it helpful to scroll through the media to understand more about the tourist destinations.

H1: Perceived usefulness is positively related to planning decisions of local tourists traveling in Malaysia.

2.4.2 Perceived ease of use of features of social media makes local tourists plan decisions on traveling in Malaysia

Perceived ease of use (PEOU) in this study refers to local tourists' view that social media will improve their decision-making when planning trips. Based on the idea, a system's perceived utility increases as users find it easy to use. Put in another context, if people believe technology is simply to use, they are more likely to consider it valuable and favourable. As mentioned, social media is easy to access and does not require too much effort. In the study of Wang et al. (2022), PEOU, or perceived ease of use, is a measurement of how easy an information system is among users. It is subjective, reflecting people's opinions regarding how easy it is to use. Not much effort will be needed to review or post on social media. Based on Thuy et al. (2021), they researched the way one of the widely used social media platforms, Facebook, continues to enhance the user experience by making the platform more straight for to use with features like cost lists, direct quote switches, shortcuts, and other interaction tools. This is primarily done to help with decision-making and increase the enjoyment of the trip for local tourists.

H2: Perceived ease of use is positively related to planning decisions of local tourists traveling in Malaysia.

2.4.3 Perceived Enjoyment of features of social media makes local tourists plan decisions on traveling in Malaysia

According to Basuki et al. (2022), perceived enjoyment affects behavioural and use intentions. Prospective travellers may be more interested in perusing social media posts from other travellers, such as images, videos, and comments, when it comes to travel and tourism (Mariani et al, 2019). Users may easily access primary data and decide based on travel or narrative experiences. Today's tourists can access films that other people have uploaded to websites like YouTube, are better informed, and are ready to participate in the purchasing experience. They can also quickly browse a variety of websites to find out about the experiences of other users. Because they are better informed, modern travellers need to locate or get in touch with travel service providers

via newly developed media (Matikiti et al, 2019). This also has to do with consumer behaviour in tourism and travel decision-making. People are happy and thrilled when they use technology since it is entertaining. The increasing number of travellers intending to use social media to look for and read travel-related material produced by other travellers to share their experiences after their visits (Ly et al, 2021).

H3: Perceived enjoyment is positively related to planning decisions of local tourists traveling in Malaysia.

2.5 Conclusion

The TAM is introduced in this chapter along with the three IV hypotheses (PU, PEOU, and PE) that are connected to the DV (PD).

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This chapter provides an in-depth discussion of the research methodology, including the research design, sampling strategy, data collection techniques, and selected data analysis tools. In addition, a pilot test with 30 respondents was carried out to evaluate the study's feasibility. The chapter also evaluates the data analysis technologies used to ensure the research's reliability.

3.1 Research Design

3.1.1 Quantitative research

This research uses the quantitative survey method to analyse data gathered from target respondents. This technique is utilized to study the relationships between IV and DV and test the hypotheses in our research. According to Taherdoost, H. (2022), quantitative research is a research method that involves using numerical data from observations to describe and explain phenomena. Moreover, it requires collecting, analysing, and interpreting quantifiable data to prove the hypothesis in a particular study (Ghanad, 2023). Hence, this research intends to discover how the features of social media affect the planning decisions of local tourists travelling in Malaysia by gathering numerical data via the distribution of questionnaires to the target respondents to test the study's hypothesis.

3.1.2 Descriptive Research

Moreover, to gain a deeper understanding of the features of Social Media effecting the planning decisions of local tourists travelling in Malaysia. According to Ghanad (2023), Descriptive research accurately portrays a population, situation, or phenomenon, emphasizing the 'what, where, and when' rather than exploring its reasons. Before investigating causes, it is important to understand how, when, and where the event occurred. Therefore, this methodology helped analyse the information collected from the respondents in order to clarify the variables and hypotheses in our study. Similarly, various research methods can be employed to explore one or more variables within a descriptive research design.

3.2 Sampling Design

3.2.1 Target Population

This study's target population includes Malaysian residents who have travelled domestically within the past 12 months and actively use social media channels such as Facebook, Instagram, TikTok, Xiao Hong Shu, or YouTube for travel-related decisions. This group generally ranges from young adults to middle-aged individuals aged 18 to 40 and above. As we know, Malaysia is well-known as an ethnically diverse and tropical country. Malaysia has many public holidays, most based on religious or cultural celebrations. These include Eid, Chinese New Year, Deepavali, and school breaks. These holidays allow Malaysians to travel domestically (Mathaias Morision et al., 2023). Hence, Malaysians can travel within the country during these holidays.

3.2.2 Sampling frame and Sampling location

The **sampling frame** describes how researchers organise the population from which they will select their sample. The sampling frame for this research will focus on local tourists in Malaysia who are active social media users. The respondents will be individuals between 18 and 45, as this group is more likely to engage with social media for travel-related content and is more accessible for online surveys. Most respondents will be young adults, students, and working professionals, as this group actively seeks travel information and experiences via social media platforms. This age range was chosen because individuals within this demographic are likely to use platforms like Facebook, Instagram, Twitter, and TikTok to gather travel-related content such as destination recommendations, reviews, and recommendations for activities.

Regarding the **sampling locations**, a questionnaire will be conducted via Google Forms, accessible through QR codes and direct links shared on various online platforms. The QR codes will be distributed online and physically at UTAR and select shopping malls in Ipoh, allowing for a wider reach. This approach ensures that the survey is accessible to a diverse range of local tourists across Malaysia, while also targeting specific locations for more localized data collection.

3.2.3 Sampling Size

The sample size refers to the number of people selected from the target population for a specific research project. Krejcie and Morgan (1970) offer a method for determining the appropriate sample size for a given population (refer to Appendix 3.2). Furthermore, according to the most current report from the Department of Statistics Malaysia's Official Portal, there are 213,700,000 domestic visitors in Malaysia. However, there are no exact population sizes 213.7 million specified in the Krejcie and Morgan sample size table, with a total population cap of 100,000. Our research requires 384 samples at a 95% confidence level and a maximum sample size of ±.05 of the population.

3.2.4 Sampling Technique

This study uses a non-probability sampling method, meaning that not all individuals are equally likely to be selected (Fleetwood, 2024). This study will use a 'snowball' sampling method, starting with an initial participant who will recommend others in the target population. This procedure continues until the required sample size is achieved (Simkus, 2023; Hair et al., 2019). Similarly, the present researcher will send a tailored e-questionnaire to the intended responders using Google Forms. The cover of the questionnaire features local tourists as well as the current researcher's contact information. After completing the survey, participants are encouraged to share it with friends, family, and others in the target population.

3.3 Data Collection Method

3.3.1 Primary Data

Primary data is unique and first-hand material that researchers gather for a specific purpose. Standard approaches include surveys, observations, interviews, experiments, and questionnaires (Ajayi, 2023; Mazhar et al., 2021). This study collected primary data using a structured online questionnaire built with Google Forms. To optimize reach and response rates, the questionnaire was sent across a variety of digital media such as WhatsApp, Facebook, Instagram, and email. This digital distribution method allows for a wider reach than traditional physical distribution, ensuring quicker and more efficient response collection. The approach is efficient for engaging with tech-savvy and digitally active respondents, which aligns with the study's target population. The collected data will be analysed using descriptive and inferential statistical methods to support the research findings and discussion.

3.3.2 Questionnaire Design

The questionnaire was created using Google Forms and shared online in English to target the intended respondents. Its structure was based on the Technology Acceptance Model (TAM). The questionnaire was organized into three main sections: Section A (demographic details), Section B (general information), and Section C (theoretical framework). Section A gathered six demographic elements, such as age, gender, education level, occupation, nationality, and marital status. Section B obtained general participant information through two multiple-choice questions, one of which asked about the use of social media for discovering travel destinations.

Subsequently, Sections C, D, E, and F involved theoretical variables and consisted of a total of 20 items, five items per section. These sections assessed three dependent variables: perceived usefulness, perceived ease of use, and perceived enjoyment, and one independent variable: planning decisions. A Likert scale (a widely used non-comparative scaling technique) was used to reflect the extent to which respondents agreed with statements related to these constructs. Each item was rated on a five-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). Subjects were asked to select the number that most accurately reflected their level of agreement with each statement.

3.3.3 Pre-Test

Pre-testing is an important stage in survey research that involves evaluating a questionnaire with a small group of participants to determine the instrument's validity and reliability before it is widely distributed. This stage is crucial for refining survey questions, improving data quality, minimising measurement error, and ensuring that respondents can understand and answer questions accurately (Muasya & Mulwa, 2023).

According to Hashim et al. (2022), it is emphasised that pre-testing is a key stage in the quantitative research process and is carried out prior to the collection of primary data to ensure effective implementation of the study**.** It helps to verify that the questions are clear and the writing style is appropriate. In addition, face validity is an important aspect of pretesting, which involves an expert assessment to confirm that the survey effectively measures the intended construct (Abdulameer et al., 2020). Therefore, we sent the research instrument to two experts from the UTAR Marketing Department, our respective supervisor, and Dr. Chim Weng Kong, to help us improve the validity of the questionnaire by identifying any errors or shortcomings in the research instrument. As a result, we modified our questionnaire, deleting the unnecessary measurement items and modifying the sentence to correct the grammar mistakes based on suggestions from Puan Sharmeela and Dr Chim.

3.3.4 Pilot- Test

A pilot study, often referred to as a feasibility study, is a preliminary investigation carried out on a small scale before the main research project to evaluate its viability and refine the research design. It serves to identify potential methodological issues, thereby conserving time and resources (Simkus, 2023). Typically, a pilot study involves a limited number of participants to assess the effectiveness of research instruments. According to Browne (1995), a minimum sample size of 30 participants is recommended to obtain reliable parameter estimates. In the context of this study, 30 questionnaires were distributed to the target respondents as part of the pilot study. Moreover, pilot studies are instrumental in examining the practicality of data collection tools, such as interview guides or questionnaires, by ensuring that respondents can comprehend and respond to the items with ease, while also facilitating the assessment of the instruments' validity and reliability (Abdulameer et al., 2020).

3.4 Proposed Data Analysis Tool

3.4.1 Descriptive Analysis

According to Bhattacherjee (2012), Descriptive analysis emphasizes systematic observation and detailed documentation of a specific phenomenon. To ensure accuracy and reliability, these observations are conducted following the principles of the scientific method, such as replicability and precision, to distinguish them from informal or casual observations made by individuals without research training.. The goal of calculating the data's centre of gravity and variability is to make the information easier to interpret. The range, variations, and standard deviation show variability, whereas the median, mean, and mode represent the primary trend. Descriptive analysis is a valuable tool for researchers to find patterns and correlations in data, draw findings, and generate new theories. To do this, the data is reorganised, sorted, and changed elsewhere to create descriptive information. Transforming raw survey data into easily understood formats such as tables, bar graphs, and pie charts enhances readers' access to demographic and other data. In the findings of Mishra et al. (2019, as cited in Kaliyadan and Kulkarni, 2019) also noted that by gathering quantitative indicators and visual illustrations which act as a solid foundation to both inferential and descriptive statistical analysis and conclusions, statistical descriptions assist in presenting the important study findings.

3.4.2 Reliability Test

According to Cronbach (1951), the general stability of a measure is known as reliability in statistics and psychometrics. If a measure delivers consistent results under normal circumstances, it has been determined to have high reliability. It is a feature of an

accumulation of test results related to how much unplanned variance from the measuring procedure may be included. Accuracy, reliability, and consistency across testing periods define highly trustworthy scores. The degree to which a test, questionnaire, observation, or measuring method offers consistent findings after numerous attempts is known as reliability (Kennedy, 2022). The following is the Rule of Thumb Measures For Cronbach's Alpha:

Table 3.1

Cronbach's Alpha Rule of Thumb Measures

Cronbach's Alpha	**Internal Consistency**
Alpha ≥ 0.9	Excellent Reliability
0.8 ≤ Alpha < 0.9	Good Reliability
0.7 ≤ Alpha < 0.8	Acceptable Reliability
0.6 ≤ Alpha < 0.7	Questionable Reliability
0.5 ≤ Alpha < 0.6	Poor Reliability
Alpha < 0.5	Unacceptable Reliability

Note: Adapted from Yossiri et al. (2015)

3.4.3 Reliability Analysis for Pilot Test Results

The results in the table below show that the questionnaire was reliable in each dimension. Cronbach's alpha values, which ranged from 0.823 to 0.874, demonstrated a high level of reliability that falls between the moderate and high range.

Table 3.2:

Pilot Test of Reliability Test Results

Variables	Number of Items	Cronbach's Alpha Coefficient	Reliability Level
Perceived Usefulness	5	0.874	Good
Perceived Ease of Use	5	0.872	Good
Perceived Enjoyment	5	0.823	Good
Planning Decision	5	0.825	Good

Note: Own Development

3.4.4 Inferential Test

In order to make inferences from the collected information and generalise the results to a larger population., inferential analysis was utilised. The process of generating inferences from data impacted by random variation is called inferential statistics (Mishra, 2019). Multiple regression analysis uses extra quantitative or dichotomous variables in conjunction with one another to predict or explain the value of a statistically assessed qualifying variable more accurately. Additionally, implications from the sample information were drawn using inferential analysis, which allowed the findings to be generalized to a larger population (Statistics, 2013). According to Bhattacherjee (2012), a five-point Likert scale represents attributes such as norms, mindset, goals, and views, as well as mission or conviction. The scale also serves as a foundation for numerous types of study, such as studies that look at levels that span from the lowest to the highest. The scale's ability to test hypotheses as a component of inference statistics is a plus, contrasting with descriptive statistics, which only characterizes data without drawing inferences or predictions from the sample.

3.4.4.1 Statistical Package for Social Sciences (SPSS)

Norman H. Nie and two friends created SPSS in the early days. One of the most influential sociology publications ever published was the early SPSS manual, which had been developed by the program's authors and featured statistical analysis for normal researchers. Data management and documentation constitute the two other essential components of SPSS. SPSS is a solid and straightforward software program that processes statistical data. This application is an appropriate option for forecasting and marketing surveys that evaluate consumer behaviour.

The main advantage of SPSS is its ability to manage vast amounts of information with multiple variables integrated into the program. It also includes visualisation and the versatility of numerous information analyses (Rahman et al., 2021). The questionnaire measures items using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). SPSS was used to analyse the data collected.

3.4.4.2 Pearson's Correlation Coefficient

The strength and orientation of the relationship between two continuous or regularly distributed variables are measured by Pearson's Correlation Coefficient. Pearson's correlation coefficient provides information on the relationship, without the volume conductivity effect, which is not considered. It is a commonly used metric to assess the statistical connections between signals and random variables (Šverko et al., 2022). The acceptable moderate significance level of 0.05 is reached when the correlation between two variables is between -1 and +1 (Temizhan et al., 2022). This research evaluates how strongly the IVs (PEOU, PE, PU) are associated with DV. The table below shows the standard measure and interpretation of the correlation coefficient, and according to the table, the correlation has a moderate relationship when the value is at 0.4 (Schober et al., 2021).

Table 3.3

Correlation Coefficient Range Standard

Correlation Value	Relationship
< 1.0	Negligible correlation
0.10 – 0.39	Weak correlation
0.40 – 0.69	Moderate correlation
0.70 – 0.89	Strong correlation
≥ 0.90	Very Strong correlation

Note: Adapted from Schober et al. (2021).

3.4.4.3 Multiple Linear Regression Analysis

Multiple regression analysis, or MRA, is a group of statistical techniques based on correlation that are used to analyse a single dependent variable and a limited number of independent variables. Using multiple regression analysis and the known values of the independent variables, the values of all the dependent variables are predicted (Plosnky et al., 2018). The equation for this study is as follows:

$$Y= A+ ßX_1 + ßX_2 + ßX_3$$

Y= PD

A = The intercept point

X_1= PEOU

X_2= PE

X_3= PU

3.5 Conclusion

The research methodology was carefully structured to ensure the collection of valid and reliable data. A structured questionnaire, reviewed by an academic supervisor and tested through a pilot study, was used to gather responses from local Malaysian tourists. Based on positive feedback and satisfactory reliability test results, the questionnaire was distributed virtually through various platforms. The collected data will be analysed using descriptive and inferential statistics, with findings presented in the next chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter presents the data analysis and interpretation using IBM SPSS Statistics 29 software. It covers respondents' demographic characteristics and descriptive and inferential statistical findings. Additionally, 461 questionnaires were distributed to the intended respondents for data collection.

4.1 Descriptive Analysis

Table 4.1:

Gender of Respondents

Gender	Frequency	Percentage (%)
Female	249	64.80
Male	135	30.39
Total	384	100.00

The table displays the number of each gender among the respondents, showing the frequency and percentage. Based on the Table, 64.80% of respondents are female, while the rest, 30.39%, are male.

Table 4.2:

Age of Respondents

Age	Frequency	Percentage (%)
15-20	142	37.00

21-30	225	58.60
31-40	9	2.3
40 above	8	2.1
Total	384	100.00

The age of respondents is shown in the Table above. Most of the respondents are 21-30 years old, with the highest proportion of respondents at 58.60%. This is likely because individuals in this age group are typically students and more likely to participate in surveys or research, followed by respondents aged between 15-20, making up 37.00%, while respondents between the ages of 31-40, making up 2.3%. Furthermore, the respondents between 40 and above make up 2.1%.

Table 4.3:

Usage of Social Media

Usage	**Frequency**	**Percentage (%)**
Daily	91	23.7
Weekly	71	18.5
Monthly	92	24.0
Rarely	130	33.9
Total	384	100.00

The frequency of social media use is shown in the table above. A significant portion of respondents (33.9%) indicated that they rarely use social media for this purpose, making it the most common response. Additionally, 24.0% of respondents reported using social media monthly, while 23.7% reported using it daily. Meanwhile, 18.5% of respondents indicated that they use social media weekly. Overall, these data indicate that the level of participation in social media varies among respondents.

Table 4.4:

Respondents' Most Commonly Used Social Media Platforms

Social Media	Frequency	Percentage (%)
Facebook	128	33.33
Instagram	254	66.15
YouTube	183	47.66
Xiao Hong Shu	341	88.80
Tik Tok	81	21.09
Others	15	3.91

Most Popular Social Media Platforms Used by Respondents Table 4.4 illustrates the respondents' most popular social media sites. Xiao Hong Shu is the most popular platform, accounting for 341 out of 384 respondents and 88.80% of the total. Instagram is the second most popular social media platform, with 254 responders making up 66.15%. YouTube is the third most popular platform, with 183 responders accounting for 18.26% of the total. Following that, Facebook and TikTok account for 33.33% and 21.09% of the total, respectively.

4.1.1 Cronbach's Alpha Reliability Test

Table 4.5

Cronbach's Alpha Reliability Test Result

Variables		No of Items	Cronbach's Alpha	Results
DV	**PD**	5	0.829	Good Reliability
IVs	**PU**	5	0.837	Good Reliability
	PEOU	5	0.855	Good Reliability
	PE	5	0.877	Good Reliability

The research was evaluated using 384 available responses, and the findings are presented in Table 4. According to the findings, all of the variables in this study were judged trustworthy since their Cronbach's Alpha values were greater than 0.75, meeting the minimal criteria for acceptable internal consistency. The table shows that all variables have Cronbach's alpha values ranging from 0.829 to 0.877, indicating strong reliability ($0.75 < \alpha \leq 0.90$). This suggests that the questionnaire questions used to assess PD (0.829), PU (0.837), PEOU (0.855), and PE (0.8877) have high internal consistency. As a result, these factors were judged reliable and suitable for future research.

4.2 Inferential Analysis

4.2.1 Pearson's Correlation Coefficient Analysis

Table 4.6:

Pearson's Correlation Coefficient Analysis

	PU	PEOU	PE	PD
PU	1.0			
PEOU	.772	1.0		
PE	.788	.793	1.0	
PD	.713	.725	.795	1.0

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

Based on Pearson's correlation coefficient analyses, there are very strong relationships between PU, PEOU, PE, and PD among local tourists in Malaysia. The high correlation values (from 0.713 to 0.795) indicate that social media features perceived as helpful, easy to use, and enjoyable significantly influence tourism planning decisions.

Specifically, the strong correlation between PU and PEOU (0.772) suggests that user-friendly platforms increase perceived usefulness. In contrast, the strong correlation between PE and PD (0.795) highlights the importance of enjoyable social media experiences in influencing tourism decisions. These findings emphasise the key role of social media features in facilitating and influencing the tourism planning process for local tourists.

4.2.2 Multiple Regression Analysis

Table 4.7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815	.664	.661	.39519

Based on the Model Summary table, this research's F-value is 250.055, with a significance level of less than 0.001, which is below 0.05. This indicates that the model is statistically significant in explaining the relationship between the independent variables (PE, PU, PEOU) and the dependent variable (PD). The R Square value of 0.664 suggests that the predictors can explain 66.4% of the variance in PD. Therefore, the independent variables are considered fit and able to influence the dependent variable significantly.

Table 4.8

Table of Anova

	Sum of Squares	df	Mean Square	F	Sig
Regression	117.156	3	39.052	250.055	<.001
Residuals	59.346	380	.156		

Total	176.502	383

The table 4.8 indicates that the significant p-value is less than 0.001. This implies that the regression model has a high level of statistical significance, indicating that PU, PEOU, and PE reflect an important amount of the variation in planning decisions. This significance is represented in the significant F value of 250.055.

Table 4.9

Coefficients of Equation

Independent Variables	**Unstandardized B**	**Coefficients Std. Error**	**Standardized Coefficients Beta**	**t**	**Sig.**
(Constant)	.338	.144		2.346	.019
PU	.165	.057	.153	2.907	.004
PEOU	.204	.056	.194	3.662	<.001
PE	.530	.056	.521	9.507	<.001
Dependent Variable: PD					

By referring to table 4.9, the standard coefficients indicate that PE (β = 0.521) has the most significant impact on PD, followed by PEOU (β = 0.194) and PU (β = 0.153). This suggests that PE plays the most influential role in predicting PD, while PU has the least impact. Considering the significance values, all independent variables (PU, PEOU, and PE) have p-values < 0.05, indicating that they all have a statistically significant relationship with PD. Thus, the multiple regression equation for this study is formulated as follows:

PD = 0.338 + 0.165(PU) + 0.204 (PEOU) + 0.530 (PE)

Where :

PU = Perceived Usefulness

PEOU = Perceived ease of use

PE= Perceive Enjoyment

PD= Planning Decision

4.3 Conclusion

Chapter 4 contains a comprehensive explanation and analysis of the data in a table format. In summary, the research findings confirmed that all three hypotheses formulated in the previous chapter were supported.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

This chapter, which is divided into 5.1 Overview of Statistical Analysis, will include our discussion, conclusion, and implications. 5.2 Analysis of the Results, 5.3 Study Consequences, 5.4 Study Restrictions, and 5.5 Suggestions for Further Research.

5.1 Overview of Statistical Analysis

Table 5.1:

A summary of the hypothesis tests' results

Hypothesis	Significant Value	Result
H1: Perceived usefulness is positively related to planning decisions of local tourists traveling in Malaysia.	<0.001	Supported
H2: Perceived ease of use is positively related to planning decisions of local tourists traveling in Malaysia.	<0.001	Supported
H3: Perceived enjoyment is positively related to planning decisions of local tourists traveling in Malaysia.	<0.001	Supported

Note: Own Development

5.2 Discussions of Findings

This study focuses on the features of social media that effect local tourist decision-making. The research was conducted using 5 Likert scale questionnaires and had 384 respondents in total. The total percentage of female respondents is 64.80%, indicating that female social media users are more present. The majority of respondents are from Gen Z, as they are students who are more likely to participate in surveys. The total percentage of Gen Z respondents is up to 95%. Social media is used frequently by everyone, and according to the findings, the usage of social media to search for travel destinations is rarely (33.9%) searched by respondents, moving on to monthly (24%) and daily (23.7%). While the most used social media is Rednote (Xiao Hong Shu), followed by Instagram, Facebook, and YouTube.

The findings in Chapter 4 support all three hypotheses (PU, PEOU, PE), where PE shows the strongest correlation with PD. Three hypotheses (H1, H2, and H3) positively influence PD. H1 is accepted, which means that PU does affect PD. Local tourists will use social media when it is helpful to them. People cannot use applications that are worthless or not beneficial to them. PU showed that the material quality of social media is credible and helpful in searching for travel information. It triggers the local tourist to acknowledge more about the travel destinations and make better decisions. Through the content or features of social media, previous studies showed that it is a source of trustworthiness and useful information and knowledge for decision-making. The studies by Khan et al. (2020), Mariani et al. (2019), Kwon et al. (2021), and Mas'od et al. (2020) are aligned with the results above.

In the findings, H2 is accepted; it also means that PEOU does affect PD. Local tourists believe that the straightforwardness of social media is valuable and favourable, as it

does not require too much effort to learn how to use it. The features of social media ensure that interaction tools make it easy and help users increase their enjoyment of making decisions. The outcome is consistent with the research carried out by Wand et al. (2022), Thuy et al. (2021), Mariani et al. (2019), and Khao et al. (2021).

H3 (PE) also affects PD, as it is also accepted in the findings. It supports the idea that users enjoy using social media while making decisions. Local tourists get recommendations and information about the tourist destinations applicable to them when making decisions. It also means that when local tourists are participating in an activity they enjoy without concern, it will impact their performance in using social media for decision-making. A joyful atmosphere encourages local tourists to make decisions happily and grabs their interest in finding more information about the vacation spots. Studies conducted by Kim (2019), Agarwal et al. (2022), Petrović et al. (2022), and Tsai and Bui (2021) are aligned with the findings.

5.3 Implications of the Study

5.3.1 Theoretical Implications

The Technology Acceptance Model (TAM) serves as the theoretical foundation of the research study, which focuses on how the features of social media effect the planning decisions of local tourists traveling in Malaysia. The dependent variable in the study includes local tourist decision-making on traveling planning, which is affected by three independent variables: Perceived ease of use, Perceived Enjoyment, and Perceived Usefulness. As a result of analysing the research findings, it can be stated that Perceived usability is one of the independent factors that significantly positively correlates with the planning choices of local tourists traveling in Malaysia. Thus, this study helps

academics comprehend social media's significant influence on the marketing industry by establishing a positive correlation between perceived ease of use, reported enjoyment, perceived utility, and planned decisions. It also adds to how social media can be utilised and impacted in society. The study supports the notion that social media elements have an impact on Malaysian travellers' decisions when it comes to domestic trip planning. This lends credence to existing ideas and the notion that future studies should take social media characteristics into account when dividing up this population.

Moreover, with the results in the findings, the policymakers would know the wide and effective spread of social media that could impact the tourism industry and marketing field. The government needs to take advantage of the features of social media to not only widespread famous local destinations but also to increase the visibility of the nation’s tourism industry. As knowing that social media now plays a significant role in people's lives, not just the travel industry. Influencer marketing has become a powerful tool for many aspects, and the government will need to use it to boost tourism traffic for the nation. This study provides data allowing future researchers to make recommendations regarding the effectiveness of utilizing social media features to develop the tourism business. Theoretically, technology adoption in the travel industry can be linked to Perceived Usefulness, enjoyment, ease of use, and planning decisions.

This research could be used as a reference for future studies when encountering similar issues. The study may help them understand the Technology Acceptance Model concerning local tourists' planning choices and the important role of each independent variable in forecasting the dependent variable. Furthermore, the study's conclusions might be more country-specific for Malaysia than for other investigations.

5.3.2 Practical implications

According to the research data, the R-squared value is 66.4%. The conclusions made by these results raise the importance of features of social media in the planning decisions in the tourism industry. Marketers or the industry may use this as an advantage to plan the tools for promoting or expanding information about tourism destinations. Among the consequences is realising how important it is to utilise the features of social media to spread information about the destinations. The tourism industry or related marketers must use these features to gain more likability or specialty in the tourism destinations. News and words spread rapidly on social media, especially about food and scenery. It improves destination marketing when using the help of influencers, comments, images, or videos from social media. These features give helpful information about the destination, and people rely on the views on social media as it brings many points of view of the highlight attractions, leading to an interest in planning to visit the destination.

It's known that marketers can readily utilise the benefits of the perceived enjoyment of using social media. When local tourists enjoy social media, perceived enjoyment can be powerfully used in decision planning. Businesses should therefore ensure that the users have the best time of their lives while using social media, as this affects both behavioural and use intention. People are thrilled and enjoying using social media, which triggers users to keep on using and increases the number of travellers using social media to look for information about the attractions. While using social media, users will look up posts, vlogs, comments, images, and materials related to travelling. Businesses must maintain the enjoyment of travellers using social media by having interesting topics to spark the user's curiosity and excitement to keep scrolling or digging for more.

Perceived ease of use of social media features improves tourists' decision-making. Social media brings the "easy to use" message to everyone using it and gets people ahead of what is happening around them. Having direct comments, views, and timelines of what is happening urges people to know more about it. It helps tourists plan vacations

as it is easy to access information. Marketers can publish or share the information or messages they want the public to acknowledge, to understand the attractions better. The easier it is to use social media, the more people will tend to use it, and when people keep using it, they will use it to search for info and proceed to consider or make decisions. Marketers can use this benefit to not only share information that they want to be shared but also to evaluate the feedbacks of tourists, perceived ease to use not only serves to public using social media for information search but also helps businesses to track and receive feedback as the use of technology is also easy to them.

Moving on to perceived usefulness increases the trip preparation more efficiently. The features of social media, like content, vlogs, images, and even comments, are useful for making decisions as tourists can learn what people think and experience. Social media is a big stage for everyone from every corner to discuss and share thoughts about a specific topic. The information that is seen on social media helps local tourists make better decisions. Marketers can provide useful information to enhance the user's social media experience. Through the process of scrolling through social media, users will be satisfied with the content and think it is useful as the information meets their expectations, or they receive useful content. Meeting their expected answers or getting answers for their questions is beneficial to them, and marketers need to provide related information or important messages about the destinations.

Policymakers or marketers can use social media to the extent of the widespread availability of the application and highlight off-peak attractions. Using social media to promote lesser-known attractions or eco-friendly attractions, travel options can be promoted through visually appealing content on social media. This boosts the nation’s travel destinations and lets the public gain more knowledge about the place. The outcome of this is not only to support sustainable tourism but also to help local tourists plan unique trips for their holidays. Businesses and marketers must consider cultural and societal factors when creating their marketing strategies or plans, as the research is limited to Malaysia. Future research can compare Malaysian tourists' planning choices

with those of different nations in order to discover how culture affects strategy effectiveness. Understanding culture, preferences, and stakeholder relationships can help a business develop strategies and design tools to appeal to the target audience's deepest emotions and increase the strategies' effectiveness.

5.4 Limitations of the Study

Based on the findings and implementations above, it is mentioned that the features of social media effects the planning decisions of local tourists. The first limitation of this research is the percentage of male respondents, which is only 30.39%, while female respondents comprise 64.80% of the descriptive analysis results. The number of male participants did not fulfill the requirement of 50%. To put it briefly, future studies should ensure that male participants are not disregarded. Male participants must be included to comprehend the research objective better because their viewpoints and experiences can significantly influence the final results. Researchers can prevent gender bias and improve the validity and reliability of the research findings by actively involving male respondents and balancing their gender.

The second limitation for this research is the age gap. Gen Z, which is aged between 18 and 27, has a high percentage of 95.60% in total. As a result, there are not as many perspectives as possible from various age groups. Furthermore, it leads to a more limited comprehension of the market as a whole and might ignore significant generational disparities that could affect the factors. The demographic distribution is a third limitation to our research. This finding is based on the planning decisions of local tourists, but the respondents were mainly from the same state, which could not fully represent the entire population.

5.5 Recommendations for Future Research

Future studies must make sure the sample appropriately represents the gender breakdown of the population in light of the previously identified restrictions. Instead of using the snowball effect, quota sampling, a non-probability sampling technique, is advised. In order to investigate the effects depending on gender balance, this will result in a greater proportion of participants from both genders. The gender gap will be closed, and sufficient representation of male representatives in the study will be guaranteed by employing this strategy.

Future investigations could also consider focusing on respondents from various age groups, including Gen X, Gen Y, and Gen Z. Researchers can gain a better understanding by broadening the study to encompass a greater range of age groups and how various generations view and react to social media features that affect their planning decisions. A more comprehensive analysis that reveals possible generational differences or similarities would be possible by including these varied viewpoints.

5.6 Conclusion

To put it briefly, our study looks at how "social media features effect the planning decisions of local tourists travelling in Malaysia." This chapter also emphasises the implications of our findings for researchers and practitioners to help them benefit. The limitations of the study are also described in this chapter, along with some suggestions for further research.

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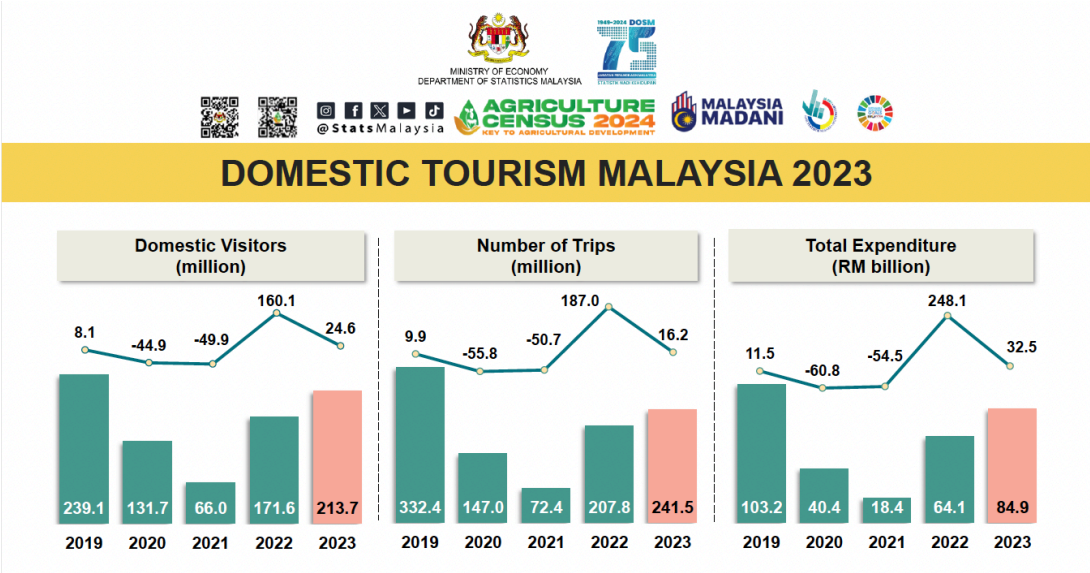
Appendices

Appendix 1.1: Domestic Tourism Statistics in Malaysia (2019–2023)



Appendix 3.2 Krejcie and Morgan Sample Size Table

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Appendix 3.3 Research Instrument

Section A: Demographic Information	**Adapt from**
1. Age: - 15-20 - 21-30 - 31-40 - 40 above	Singh, S., & Srivastava, P. (2019) w
2. Gender - Male - Female	
3. Educational Level - Secondary - Foundation - Diploma - Bachelor's degree - Master's degree	
4. Occupation: - Student - Employed - Unemployed	
5. Nationality: - Malaysian› - Non-Malaysian	
6. Marital status - Married - Single	
Section B: General Information	
Which type of social media do you use for travel planning? - Facebook - Instagram - YouTube - Xiao Hong Shu - TikTok - Others	
How often do you use social media to research travel destinations? • Daily • Weekly • Monthly • Rarely • Never	

Please choose the number 1 to 5 that best describes your feelings about the Social Media features used to make planning decisions for each statement. ***1- strongly disagree 2- disagree 3- neither agree nor disagree 4- agree 5- strongly agree***						
Section C: Perceived Usefulness						
1. Getting information from social media about the place I want to go is useful	**1**	**2**	**3**	**4**	**5**	Lin Let, T. Y. (2020)
2. Social media improves my planning decisions in traveling	**1**	**2**	**3**	**4**	**5**	
3. Checking travel destinations on social media is accurate	**1**	**2**	**3**	**4**	**5**	
4. I get to increase my knowledge of certain tourist attractions through social media	**1**	**2**	**3**	**4**	**5**	
5. Social media is useful when choosing destinations for travel	**1**	**2**	**3**	**4**	**5**	
Section D: Perceived Ease of Use						
6. I find social media easy to use	**1**	**2**	**3**	**4**	**5**	Lin Let, T. Y. (2020); Chuah, L. T. et al (2019)
7. It is easy to search for information on travel destinations on social media	**1**	**2**	**3**	**4**	**5**	
8. Social media is easy to access to any information	**1**	**2**	**3**	**4**	**5**	
9. I find social media clear and understandable to use	**1**	**2**	**3**	**4**	**5**	
10. Social media makes it easy for travel bookings	**1**	**2**	**3**	**4**	**5**	

Section E: Perceived Enjoyment						
11. I find using social media to be enjoyable.	**1**	**2**	**3**	**4**	**5**	Basuki, R., et al (2021); Chuah, L. T. et al (2019); Ho, S. K. et al (2019)
12. I feel pleased when I use social media features to organize my plans and activities.	**1**	**2**	**3**	**4**	**5**	
13. I have fun using social media.	**1**	**2**	**3**	**4**	**5**	
14. I will use social media to plan my travels if it is fun to use	**1**	**2**	**3**	**4**	**5**	
15. Discovering new travel destination on social media is fun	**1**	**2**	**3**	**4**	**5**	
Section F: Planning decision						
16. I would consider using the social media platform in the long term.	**1**	**2**	**3**	**4**	**5**	Lin Let, T. Y. (2020); Chuah, L. T. et al (2019); Ho, S. K. et al (2019)
17. I will continue to use social media in future for planning purposes.	**1**	**2**	**3**	**4**	**5**	
18. I will think about using social media for travel planning.	**1**	**2**	**3**	**4**	**5**	
19. I am willing to use social media for planning decisions, if I have access to it.	**1**	**2**	**3**	**4**	**5**	
20. I would rather use social media to make decision planning rather than from friends.	**1**	**2**	**3**	**4**	**5**	

Appendix 4.1: Cronbach's Alpha Reliability Results

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.848	5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.840	5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.878	5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.857	5

Appendix 4.2 Pearson Correlation Coefficient Analysis Result

Correlations

		PU	PEOU	PE	PD
PU	Pearson Correlation	1	.772**	.788**	.713**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	384	384	384	384
PEOU	Pearson Correlation	.772**	1	.793**	.725**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	384	384	384	384
PE	Pearson Correlation	.788**	.793**	1	.795**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	384	384	384	384
PD	Pearson Correlation	.713**	.725**	.795**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	384	384	384	384

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

Appendix 4.3: Model Summary Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.815[a]	.664	.661	.39519	.664	250.055	3	380	<.001

a. Predictors: (Constant), PE, PU, PEOU

b. Dependent Variable: PD

Appendix 4.4: Table of ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.156	3	39.052	250.055	<.001[b]
	Residual	59.346	380	.156		
	Total	176.502	383			

a. Dependent Variable: PD

b. Predictors: (Constant), PE, PU, PEOU

Appendix 4.5: Multiple Regression Analysis - Coefficient of Equation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.338	.144		2.346	.019					
	PU	.165	.057	.153	2.907	.004	.713	.148	.086	.321	3.119
	PEOU	.204	.056	.194	3.662	<.001	.725	.185	.109	.315	3.176
	PE	.530	.056	.521	9.507	<.001	.795	.438	.283	.295	3.393

a. Dependent Variable: PD