APPENDIX D

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

UNDERGRADUATE FINAL YEAR PROJECT

Final Year Project Assessment Form - Report

Final Year Project Title:

Independent Journeys: Investigating the Key Determinants of Gen Z Female Travelers' Solo Travel Intentions

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No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	**Title and Abstract**	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	**Introduction**	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	**Literature Review**	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
4	**Problem Statement & Objectives**	A clear, specific, and well-defined research problem was identified, including its significance and relevance. Clearly defined, specific, and measurable objectives.	Clearly stated problem, but may lack specificity or clarity in its significance. Objectives are stated but may lack specificity or measurability.	Problem statement is present but lacks clarity, specificity, or relevance. Objectives are vague or not well-defined.	The problem statement is unclear or missing. Objectives are absent or unclear.	
5	**Methodology**	Detailed, appropriate methods with clear rationale and feasibility.	Methods are outlined but some details or rationale may be lacking.	Methods are mentioned but lack clarity or rationale.	Methods are unclear, inappropriate, or not stated.	
6	**Results**	Results are clearly presented, well-organized, and thoroughly analyzed.	Results are presented but may lack organization or depth of analysis.	Results are unclear or poorly organized, with limited analysis.	Results are absent, unclear, or inadequately analyzed.	
7	**Discussion**	Insightful interpretation of results, connects to literature, discusses reasons for the findings.	Interpretation of results is present but may lack depth, some connection to literature.	Limited interpretation of results, minimal connection to literature.	Interpretation of results is absent or unclear, no connection to literature	
8	**Conclusion**	Comprehensive conclusion with discussions on implications supported by findings. Suggests future research.	Conclusion is present with key points somewhat summarized. Discussions on implications somewhat supported by findings. Suggests future research.	Weak conclusion, does not effectively summarize findings or suggest future research. Implications irrelevant to findings.	Conclusion is absent or very weak.	
9	**Writing Quality**	Excellent writing, free from errors, clear and professional.	Writing is clear but contains some errors or lacks professionalism.	Writing is unclear in parts, contains errors, and lacks professionalism.	Writing is unclear, contains numerous errors, and is unprofessional.	
10	**References**	Extensive and relevant references, properly formatted.	References are relevant but formatting is inconsistent.	Few references, some may be irrelevant or improperly formatted.	References are absent, irrelevant, or improperly formatted.	
					Total	

INDEPENDENT JOURNEYS: INVESTIGATING THE KEY DETERMINANTS OF GEN Z FEMALE TRAVELERS' SOLO TRAVEL INTENTIONS

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MAY 2026

INDEPENDENT JOURNEYS: INVESTIGATING THE KEY DETERMINANTS OF GEN Z FEMALE TRAVELERS' SOLO TRAVEL INTENTIONS

BY

CHONG WAI SAN

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

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

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MAY 2026

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(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 14,312 .

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LIST OF ABBREVIATIONS

Gen Z	Generation Z
SMI	Social Media Influences
SAS	Safety and Security
PSM	Psychological Motive
CLM	Cultural Motive
PEM	Personal Motive
DIM	Destination Image
STI	Solo Travel Intention
SPSS	Statistical Package for the Social Sciences
VIF	Variance Inflation Factor
TPB	Theory of Planned Behavior

PREFACE

The rapid growth of solo travel has significantly changed the tourism industry, especially among younger travelers who seek independence, self-discovery, and meaningful travel experiences. My interest in this area of study came from a desire to better understand the factors that influence Gen Z female travelers' intention to travel alone. In today's digital era, travel decisions are increasingly shaped by social media exposure, personal motivations, destination perceptions, and safety considerations. Therefore, I became interested in exploring how these factors may affect young female travelers' willingness to engage in solo travel, particularly when travelling to other countries.

With the support of my supervisor, the scope of this research was narrowed down to examine the key factors influencing solo travel intention among Malaysian Gen Z female travelers. Although previous studies have discussed solo travel and youth tourism, limited research has focused specifically on Gen Z females in Malaysia. This is important because this group may experience travel solo due to their digital familiarity, desire for independence, cultural background, family expectations, and concerns about safety when travelling abroad. Therefore, this study highlights the need to better understand how these factors influence their solo travel decisions.

I hope that this research can help fill the gap in tourism studies and encourage further research on female solo travel, particularly among Malaysian Gen Z travelers. The findings may also provide useful insights for tourism stakeholders, such as destination marketers, travel agencies, and service providers, in developing more suitable strategies and support for young women who wish to travel independently.

ABSTRACT

With the increasing popularity of solo travel among younger travelers, tourism stakeholders need a clearer understanding of the factors that influence young women's intention to travel independently. Previous studies have mostly examined solo travel from a general perspective, with limited attention given to the specific experiences and motivations of Generation Z female travelers, particularly in the Malaysian context. As such, the understanding of outbound solo travel intention among Malaysian Gen Z females remains limited. This study intends to bridge the gap by examining the factors that influence Malaysian Gen Z female travelers' intention to travel alone to other countries. Several key factors, including motivational factors, social media influence, destination image, perceived safety, and personal development, were selected to investigate their effects on solo travel intention. A survey was designed and distributed to Malaysian Gen Z female respondents to collect relevant data for the study. The findings of this study are expected to provide useful insights for tourism researchers and practitioners in better understanding the needs, concerns, and preferences of Malaysian Gen Z female solo travelers. The outcomes may also help tourism stakeholders develop more suitable marketing strategies, travel products, and safety support mechanisms for young women who wish to travel independently abroad.

Keywords: Solo travel, female travelers, solo travel intention, Malaysia, Generation Z

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The first chapter of this paper introduces the study by outlining its context, addressing the existing research gap, leading to the development of the research questions and objectives, and conclude with the significance of conducting the research.

1.1 Research Background

Nowadays, people travel for a variety of reasons beyond merely sightseeing; they increasingly seek to immerse themselves in diverse cultures and pursue more meaningful, self-enriching experiences (Álvarez-Díaz et al., 2022). Travelers can be grouped into several categories based on their needs and motivations, such as business travelers, vacation tourists, individuals visiting friends and family, and young adults (Humagain & Singleton, 2021). Solo travel has also undergone a notable transformation in terms of societal perception, shifting from being viewed as a spiritual practice or even a stigmatized behavior to becoming widely accepted and popular across different populations (Hamid et al., 2021). This shift is reflected in the growing interest in travelling alone, with 41% of the global population expressing openness toward solo travel (Villa-Clarke, 2024). Economically, solo travel represents a substantial market, projected to expand at a compound annual growth rate of 14.4%, rising from USD 0.48 trillion in 2024 to USD 1.07 trillion by 2030 (The Business Research Company, 2025). Despite this rapid growth, its contribution to academic knowledge remains uncertain, as existing studies often present conflicting findings and lack a unified theoretical foundation (Seow & Brown, 2018). The changing cultural acceptance of solo travel has given rise to a new type of modern solo traveler—one who seeks personal

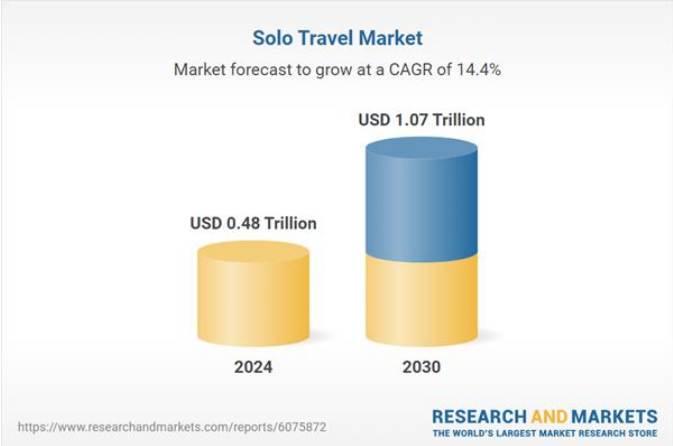
happiness, self-enhancement, digital connectivity, and social relationships, rather than travelling alone solely for liberation or spiritual experiences (Yang, 2020).

In this evolving tourism landscape, Generation Z has emerged as a particularly significant and rapidly developing demographic group (Wang & Huang, 2025). Commonly referred to as "Gen Z," "iGen," or the "internet generation," this cohort includes individuals born between 1995 and 2012 (Gabrielova & Buchko, 2021). Gen Z represents a unique category of contemporary travelers due to their deep familiarity with technology, their strong preference for value-driven decision-making, and their inclination toward experiential travel (Theocharis et al., 2025). Within this cohort, Gen Z females form an especially compelling subgroup, as their motivations for solo travel are highly complex and influenced by multiple layers of psychological, cultural, social, and personal factors. However, the tourism industry remains limited in its understanding of these motives, particularly regarding the balance between their aspirations for independence and their concerns related to safety (Durge et al., 2025). This knowledge gap restricts the industry's ability to effectively engage, attract, and support Gen Z female solo travelers. Without deeper insight into their motivations, whether shaped by psychological needs, cultural interests, personal development goals, social media exposure, destination image perceptions, or safety considerations, the tourism sector cannot adequately respond to the needs of this increasingly influential group.

In the Malaysian context, the gap is especially pertinent because Malaysians are travelling abroad more frequently. According to Tourism Malaysia, 35.1% of Malaysian respondents had taken an overnight vacation outside of Malaysia in 2023, while 69.0% intended to travel overseas in 2024 (Tourism Malaysia, 2024). Furthermore, 27% of Malaysian travelers planned solo travels, according to recent travel insights, indicating that solo travel is becoming increasingly popular among Malaysians (Cambosa, 2025). However, Malaysian Gen Z female solo travelers have received little attention, especially when it comes to their perceptions and experiences of travelling on their own. As a result, studying this group can help tourism stakeholders gain a better knowledge of outbound solo travel behavior among

Malaysian Gen Z females, as well as provide important insights for young women who travel independently.

Figure 1.1: Market Forecast of Solo Travel Market



Source: The Business Research Company (2025).

1.2 Research Problem

The worldwide tourism sector is experiencing a notable change fueled by the swift rise of solo travel, especially among younger individuals (Yang et al., 2023). This is not just a specialized trend; new statistics from the Asia-Pacific area show that more than half (55%) of travelers are currently contemplating a solo journey, indicating a significant change in travel habits (*Rising Interest in Solo Travel in the Asia Pacific*, 2025). Although this trend presents a significant market opportunity, there is still a fundamental lack of understanding about the particular elements that affect solo travel intentions among Generation Z female travelers particularly in Malaysia. Current tourism studies have primarily regarded solo travel as a uniform experience, relatively little focus on this group's distinctive mix of digital familiarity, shifting social norms, motivational demands, and safety concerns (Liu et al., 2022; Kolkesen & Özdemir, 2025). This lack of understanding is intensified by the tourism sector's broad marketing strategies and service provisions, which fail to adequately cater to the unique needs and desires of this developing group of travelers.

In filling this study gap, the existing literature on travel behavior exposes a number of important shortcomings. Given that Gen Z and Millennials are the driving forces behind this trend—a 2025 study found that they are the generations most inclined to go on solitary adventures, this represents a significant research gap (Villa-Clarke, 2024). The commercial opportunities are significant; a white paper from 2024 focusing on the solo travel trend points out that solo travelers represent a valuable demographic, often investing more per person than other groups of tourists. Additionally, their reasons for traveling alone are multifaceted, fueled by a quest for self-exploration and independence, with research indicating that 72% of participants see solo travel as a means of empowerment (Zhang et al., 2024). Although studies have looked at the general reasons for solo travel, they usually treat travelers as an entire population instead of focusing on the unique psychographic and demographic traits of Gen Z females travelers (Caber et al., 2020; Richards & Morrill, 2020). Additionally, current studies often concentrate either on youth tourism trends in general or on the specific aspects of backpacker culture, resulting in a lack of exploration into the modern solo travel choices of digitally native Gen Z females in Malaysia (Rudež, 2023; Rahjasa, 2025). Furthermore, prior research usually addresses travel goals, restrictions, social media influence, and safety perceptions separately, rather than looking at how these elements interact to shape young women's solo travel intentions (Meliana & Yudhistira, 2025; Chen & Dai, 2020).

For tourism stakeholders, this research deficit offers significant practical issues. There is immediate urgency to comprehend this market because industry projections indicate that the solo travel is becoming more and more popular among female travelers. In order to successfully target, draw in, and serve this important market segment, destination marketing organizations, travel service providers, and hotel companies lack evidence-based frameworks. Travel industry players cannot create targeted marketing strategies, create suitable travel products, or put in place efficient safety measures that would allow them to take advantage of this expanding market opportunity if they do not comprehend the specific factors that influence Gen Z females' intentions to have solo trips (Entina et al., 2021). Thus, the goal of this research is to methodically examine the major elements impacting Generation

Z female travelers' intents to travel alone, such as social media influence, safety perceptions, and motivational factors.

1.3 Research Questions & Research Objectives

1.3.1 Research Questions

Research questions are to investigate the connections between the main independent variables that impact Gen Z female travelers' intentions to travel alone and the main dependent variable, which is their actual intention to travel alone.

The six research questions that need to be addressed are as follows:

1. Is there a relationship between social media influences and Gen Z female travelers' intention to travel solo?
2. Is there a relationship between safety and security and Gen Z female travelers' intention to travel solo?
3. Is there a relationship between psychological motive and Gen Z female travelers' intention to travel solo?
4. Is there a relationship between cultural motive and Gen Z female travelers' intention to travel solo?
5. Is there a relationship between personal motive and Gen Z female travelers' intention to travel solo?
6. Is there a relationship between destination image and Gen Z female travelers' intention to travel solo?

1.3.2 Research Objective

The objective of this study is to examine the relationships between specific independent variables and solo travel intentions of female travelers from Generation Z, with the aim of uncovering the primary factors that influence their decision to travel independently.

The subsequent points outline the six research objectives that need to be accomplished:

1. To discover whether there is a relationship between social media influences and the solo travel intention of Gen Z female travelers.
2. To discover whether there is a relationship between safety and security and the solo travel intention of Gen Z female travelers.
3. To discover whether there is a relationship between psychological motive and the solo travel intention of Gen Z female travelers.
4. To discover whether there is a relationship between cultural motive and the solo travel intention of Gen Z female travelers.
5. To discover whether there is a relationship between personal motive and the solo travel intention of Gen Z female travelers.
6. To discover whether there is a relationship between destination image and the solo travel intention of Gen Z female travelers.

1.4 Research Significance

Research exploring the connections between social, psychological, cultural, and environmental factors and the solo travel aspirations of Gen Z female travelers can provide important insights and practical advice for those in the tourism industry, destination management, and academia (Wang & Lee, 2025). With the growing popularity of solo travel around the world, those in the tourism industry are facing challenges in comprehending the

travel decision-making processes of young women, especially in a time when safety issues, cultural norms, and digital influences play a significant role in shaping their intentions (Durge et al., 2025). In the tourist sector, proposals for better support systems and gender-responsive travel settings have been sparked by worries about traveler safety, cultural sensitivity, and psychological well-being (Ting et al., 2023).

Recognizing the ways in which elements like social media impact, feelings of safety and security, psychological drives, cultural influences, individual motivations and destination image affect solo travel intentions can lead to the formulation of policies and strategies in the industry that foster confidence and empowerment for young female travelers (Karagöz et al., 2020). Additionally, tourism providers need to devote resources to enhancing destination safety, bolstering traveler support systems, and customizing travel experiences to meet the expectations and values of Gen Z females (Wang & Iahad, 2025). Therefore, researching the factors that influence Gen Z female travelers' intentions to travel alone provides vital information to guide the tourism sector in developing safer, more encouraging, and more interesting travel environments—thereby improving destination competitiveness and traveler satisfaction.

1.5 Chapter Summary

Chapter 1 introduced the research topic focused on the factors that affect the solo travel intentions of female members of Gen Z. The background of the study highlighted the increasing importance and changing perceptions of solo travel within the mainstream market. The problem statement recognized the need to better understand the specific motivations and obstacles that influence this demographic's choice to travel alone. Research questions and objectives were formulated to guide this research. The chapter concluded by emphasizing the importance of carrying out this research for both academic purposes and the tourism sector.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The second session lays down a conceptual basis for the research. It starts by outlining the foundational theory that will be utilized to underpin the research framework. Next, the dependent variable, the solo travel intention, is introduced. This is succeeded by the independent variables, which represent the primary factors being examined: social media influences, safety and security, physiological motive, cultural motive, personal motive and destination image. A conceptual framework that integrates these variables is subsequently developed, leading to the formulation of the study's hypotheses.

2.1 Underlying Theory

2.1.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB), first introduced by Ajzen in 1991, is one of the most commonly used theories for understanding and forecasting human intentions (Bosnjak et al., 2020). According to TPB, which is an expansion of the Theory of Reasoned Action, a person's intention to engage in a behavior is influenced by three main factors: their attitude toward the behavior, perceived social factors, and perceived ability to carry out the behavior. Due to its thorough framework, TPB has been widely applied to examine behavioral outcomes in various areas, such as health, education, environmental actions, and, more recently, decision-making in tourism (Ajzen, 2020). The theory offers a strong structure for comprehending how personal assessments,

social dynamics, and perceived abilities collectively influence the probability of individuals participating in particular actions (Godin & Kok, 1996).

Attitude indicates an individual's comprehensive assessment of engaging in behavior, influenced by their beliefs regarding its possible advantages or disadvantages (Harland et al., 1999). When it comes to solo travel, attitudes can indicate views on personal development, cultural experiences, autonomy, or pleasure. Subjective norms entail perceived social influences or expectations from important individuals, which might encompass family, friends, or online groups (Bosnjak et al., 2020). For Gen Z travelers, social media plays a significant role in creating these norms, as the visibility of influencers, peers, and digital communities can legitimize or discourage the decision to travel alone (Soliman, 2019). The third component is perceived behavioral control, which refers to a person's confidence in their ability to carry out a behavior. This involves access to resources, confidence in one's skills, and perceptions of risk or safety, all of which are particularly significant to female solo travelers who often encounter heightened safety worries (Erul et al., 2020).

TPB states that purpose is the immediate antecedent of conduct, meaning that the stronger the intention, the more probable the behavior will occur. Increased behavioral intention usually results from meeting these three determinants: favorable attitudes, supporting subjective norms, and a strong sense of behavioral control (Ajzen, 2020). TPB serves as the theoretical foundation for this study, which looks at Gen Z female travelers' solo travel intentions. Their views regarding solo travel are motivated by psychological, cultural, and personal factors; social media impacts mirror subjective norms; perceived behavioral control is shaped by safety and security concerns; and attitudes and control beliefs are influenced by destination image. This study methodically examines how these factors affect Gen Z women's intention to travel alone by including these components into the TPB framework.

2.2 Review of Variables

2.2.1 Dependent Variable: Solo Travel Intention

In his landmark Theory of Planned Behavior (TPB), Ajzen (1991) claimed that behavioral intention is the most immediate and reliable indicator of an individual's actions. Understanding travel intention is crucial in the tourism industry since it may significantly improve service design and marketing tactics while also promoting the expansion of specialized travel markets. As travel behavior continues to evolve, intentional research will eventually lead to more precise predictive models for new traveler populations (Hamidi & Zhao, 2020). In order to increase industry awareness and tourist fulfillment, it is now crucial to investigate its drivers as it has become a major concept driving tourism development (Wani et al., 2024). Therefore, it is crucial to look at the various elements impacting the inclination to travel alone.

For destination administrators and tourism marketers, the solo travel intention is one of the most important indicators of future travel behavior (Yang et al., 2023). Several studies have been undertaken on the association between motivating factors and travel intentions (Teng et al., 2023; Kolkesen & Özdemir, 2025; Elnur & Akgün, 2024). According to Teng et al. (2023), the solo travel intention was strongly positively correlated with personal growth goals. The rationale for this comprises that, while individuals are exposed to varied life situations, solo travel is typically sought as a conscious form of self-discovery and growing independence, leading to enhanced personal development (Teng et al., 2023). Kolkesen and Özdemir (2025) investigated how solo travel intention might be impacted by perceived safety, particularly for female travelers. According to their research, safety perceptions can significantly limit or facilitate travel intentions in general, and especially for women who are traveling alone. Solo travel intention is positively impacted by social media usage, according to Elnur and

Akgün (2024). Experience sharing, visual destination signals, and peer validation are examples of inspirational functions that may increase desire and lower perceived risk, resulting in better planning and a higher possibility of going. They additionally underlined that while social media might seem to aid vacation planning, it could have a major effect on molding destination selections and activity preferences.

The main outcome variable in this study is the intention to travel alone. Solo travel intention has been shown to be influenced by a number of factors. However, it is still unclear which set of variables will have the greatest impact on the Gen Z female population. Personal motive, cultural motive, physiological motive, social media influence, safety and security perceptions, and destination images will be explored to discover their influence on solo travel intention.

2.2.2 Independent Variable: Social Media Influences

Social media influence is the term used to describe how people's attitudes, perceptions, and decision-making processes are affected by online platforms (Kapoor et al., 2021). Social media in the context of tourism includes websites like Facebook, YouTube, Instagram, TikTok, and travel blogs that offer travelers advice, inspiration, and information about places. Social media significantly influences how prospective travelers view and assess travel experiences through influencer postings, user-generated material, travel reviews, and visually appealing narrative (Varga & Gabor, 2021). Exposure to social media content not only presents fresh travel ideas but also gives many young travelers—especially Gen Z female travelers—confidence and assurance when contemplating solo travel (Pitanatri et al., 2024).

Social media has become a vital resource for learning about travel logistics, knowing local attractions, and discovering places (Saini et al., 2024). Peer-generated contents and influencers frequently emphasize experiences, cross-cultural interactions, and useful advice that stimulate interest in and involvement with solo travel (Chao & Bahassan, 2025). Regular exposure to travel-related material is necessary for social media influence, therefore the content's relatability, credibility, and visual appeal are crucial (Almohammed et al., 2025). Social media's visual content, especially pictures and brief films, can foster a feeling of connection to a place, making it seem more approachable and familiar. Particularly for travelers who might be nervous about traveling alone, this exposure helps lower uncertainty and perceived risk (M & Vishnukumar, 2024). Online narratives often normalize and praise traveling alone, encouraging young women to think about taking trips they might not have otherwise taken (Ghadban et al., 2023).

Furthermore, social media helps travelers feel more connected to one another. Travelers can share their experiences, ask for guidance, and create supporting networks through interactive elements like comments, shares, and online debates (Ghaderi et al.,

2023). These online exchanges give travelers useful information and emotional support, which boosts their confidence while organizing and starting solo travel (Pop et al., 2021). Additionally, social media enables travelers to follow people or organizations that share their interests, establishing role models that show the viability and benefits of independent travel (Ghosh & Mukherjee, 2022). This kind of exposure can encourage Gen Z female travelers to travel independently, seek personal development, and build resilience.

The capacity of social media to softly but persistently change opinions is what gives it its persuasive power. Social media can influence perceptions and motivate behavioral intentions by offering relatable, real, and visually appealing material (Wang et al., 2021). In addition to providing entertainment and information, the platforms empower Gen Z female travelers by empowering women to make well-informed decisions regarding traveling alone (Seyfi et al., 2022). As a result, social media influence acts as a critical player in comprehending the elements that determine the desire to travel alone, underscoring the need of analyzing how online material influences Gen Z females' travel choices and motivations.

2.2.3 Independent Variable: Safety and Security

Safety and security are fundamental pillars in tourism decision-making, representing a two-pronged concept that includes both objective preventive measures and subjective individual perceptions of wellbeing and certainty (Preko, 2020). Travel intentions, location selection, and on-site behavior are all strongly influenced by this view, which is intrinsically gendered and frequently amplified for solo female travelers (Su & Wu, 2020). The literature makes a distinction between everyday safety issues like harassment, street crime, and personal security and more serious security risks like terrorism, political unrest, and regional conflict, all of which have a distinct impact on the decision to travel (Bianchi et al., 2020).

Women traveling alone are often discouraged by traditional concerns such as theft, violence, and harassment (Zhang et al., 2022). According to Porter et al. (2025), female travelers believe they are more susceptible to these dangers, which results in reduced mobility, avoidance of specific locations, and adoption of preventative measures including modest clothing and less nighttime activities. This widespread sense of vulnerability, which Harumain et al. (2021) referred to as the "geography of women's fear," highlights how safety functions as a psychological barrier that can stifle the desire to travel alone in addition to being a practical worry.

Travel intention is greatly impacted by geopolitical and terrorist concerns, which constitute a unique aspect of security that goes beyond interpersonal hazards. Akamavi et al. (2022) indicated that terrorist attacks, political upheaval, or regional instability cause a dramatic drop in tourist arrivals, with lone female travelers being especially vulnerable to these macro-level threats. In contrast to localized crime, terrorism affects views of entire regions or nations rather than just particular places by creating a generalized atmosphere of fear and unpredictability (Çakar, 2020). A study by Zou and Yu (2022) on political crises demonstrates that security-related concerns drastically

change travel behavior, frequently resulting in the postponement or cancellation of visits, even among otherwise eager passengers.

In conclusion, a crucial factor in the decision-making process of lone female travelers is safety and security. This variable incorporates both macro-level political-terrorist hazards and micro-level personal safety concerns, each of which adds to the overall impression of destination security. Therefore, safety and security are proposed as a key independent variable within the context of this study. It is hypothesized that when perceived levels are high, safety and security are positively associated with solo travel intention among Gen Z females, and that when perceived threats—whether interpersonal or geopolitical—are salient, intention is suppressed.

2.2.4 Independent Variable: Psychological Motive

According to Luo and Lam (2020), psychological motive is the internal forces that motivate people to choose particular activities, in this case, travel. Psychological motive is the primary personal elements that motivate Gen Z women to travel alone. This motive is intimately linked to seeking self-fulfillment, emotional rejuvenation, and personal development rather than just traveling to new places (Pitanatri et al., 2025). Although the significance of these advantages may differ from person to person, they show how much travel is utilized as a means of escaping routine, gaining independence, and boosting self-confidence (Ejupi & Medarić, 2022).

Traveling for inner, emotional, and internal reasons is a manifestation of psychological motivation (Nguyen & Hsu, 2023). Gen Z female travelers frequently want to escape the stresses of everyday life, discover new places, and satiate unfulfilled personal desires (Rana et al., 2025). Traveling alone gives people the freedom and seclusion they need to achieve these goals, enabling them to contemplate, use their own agency, and feel independent (Nguyen & Luong, 2024). The perceived personal benefits of travel are frequently associated with the intensity of psychological motive; people who place a high value on self-discovery, emotional healing, and empowerment are more likely to plan and organize solo travel (Cornet et al., 2021).

Research indicated that young female travelers' intentions to travel alone are greatly influenced by psychological motive (Karagöz et al., 2020). Women are more likely to develop positive views toward traveling alone and to translate these attitudes into specific travel goals when they see solo travel as a way to fulfill their innate desires for autonomy, competence, and personal development (Oktadiana et al., 2020). The increasing visibility of lone female travelers lowers perceived barriers and lends validity to these objectives, which also interact with social and cultural acceptance (Nematpour et al., 2024). As a result, psychological motive influences not only the

choice to travel on one's own but also boost self-efficacy and confidence, which are essential for converting individual motivation into actual travel preparation.

In fact, understanding psychological motive is critical for tourism industry players targeting Gen Z female travelers. This group is likely to respond favorably to marketing tactics that highlight emotional development, self-discovery, and personal empowerment (Gales & Gales, 2022). All things considered, psychological motive is a strong predictor of the intention to travel alone, emphasizing the influence of internal motivation on the behavior of young women who opt to travel alone.

2.2.5 Independent Variable: Cultural Motive

Cultural motive is an important aspect of travel motivation, expressing people's desire to interact with, learn about, and enjoy the cultures of the places they visit (Yang et al., 2023). Cultural considerations for single female travelers include the desire for authentic, immersive experiences that go beyond sightseeing and allow them to interact with local cultures, customs, and ways of life (Chen et al., 2023). This motivation encourages travelers to seek out countries with diverse cultural landscapes, where they can engage in festivals, rituals, and other culturally significant activities while developing cross-cultural understanding and broadening their personal worldview (Backhaus et al., 2022).

The pursuit of knowledge and meaningful interaction with the historical, social, and artistic narratives that have defined societies are fundamental components of cultural motive (Smith et al., 2021). Travelers who are driven by culture frequently seek to understand the deeper meaning of the locations they visit by investigating the distinctive customs and histories that set each location apart (McKercher, 2020). As a component of food tourism, culinary experiences are crucial to cultural travel because they allow tourists to interact with local food, markets, and culinary events on a sensory level (Stone et al., 2021). Travelers can create unforgettable and life-changing experiences by fusing culinary adventures with cultural discovery to enhance their grasp of a destination's past.

Cultural motive has a significant impact on the travel intentions of women who travel alone. Independent travel promotes self-directed learning and personal development by enabling women to interact with cultures at their own speed (Guzarova, 2024). According to Somasiri et al. (2022), cultural exploration is frequently associated with identity creation as lone travelers negotiate their own viewpoints in respect to the host culture. Traveling alone has inherent value since it allows for self-reflection, personal development, and empowerment through exposure to new cultural frameworks. The

interaction between cultural interest and psychological enrichment is further shown by the desire of women to plan and embark on solo travels in order to break routine and experience new cultural environments (Trelohan et al., 2025).

Travel intention and behavior are greatly influenced by cultural factors, particularly for young, self-reliant female travelers. Travelers can establish a deep connection with the culture of their travels by interacting with local populations, taking part in customary activities, and sampling local dishes (Palladino, 2020). These experiences broaden their perspectives and provide opportunities for self-reflection, personal growth, and a deeper understanding of the world. Cultural exploration adds to the allure of solo travel for Gen Z female travelers by providing independence and liberty while also satiating curiosity and the need for genuine experiences (Vašaničová & Melnyk, 2025). Tourism professionals can create and promote experiences that are in line with the values and interests of young women looking for immersive and enriching travel options by acknowledging the significance of cultural factors.

2.2.6 Independent Variable: Personal Motive

Personal motive, which is essentially rooted in self-oriented objectives including autonomy, self-discovery, personal improvement, and the production of significant life narratives, are the highly unique and internal forces that propel a person's desire to travel (Moura et al., 2022). This personal motive, which represents a traveler's innate need to escape routine, engage in introspection, and pursue fulfillment on their own terms, are fundamentally subjective and different from motives formed by social relationships or cultural curiosity (El-Sisi et al., 2025). When it comes to traveling alone, especially for women, these reasons sometimes translate into an intentional challenge of navigating unfamiliar landscapes and social circumstances alone, as well as a willful quest of empowerment and independence (Dresler, 2024).

The deep need for independence and self-determination is at the heart of this motivation. According to Hosseini et al. (2021), solo travel presents a unique opportunity for people, particularly women, to plan trips that are completely in line with their own rhythms, interests, and curiosities without compromise or outside influence. The quest for self-awareness and personal development is inextricably related to this autonomy (Hosseini et al., 2021). By putting the person in unfamiliar and occasionally difficult circumstances, solo travel acts as a catalyst for facing uncertainty, developing resilience, and cultivating a stronger sense of identity and self-confidence (Zarezadeh, 2025). Many people, especially younger generations, see travel as an essential means of achieving self-actualization and personal growth rather than just a recreational activity (İlhan et al., 2023).

The pursuit of life-changing and unforgettable events further drives this self-discovery (Tešin et al., 2023). The need for novelty, adventure, and emotional depth—elements that enhance one's own narrative and contribute to a lasting sense of accomplishment—often motivates solo travelers (Sahoo et al., 2025). This motivation promotes more in-

depth, immersive involvement with travel places, encouraging tourists to look for genuine connections, discover less-traveled routes, and develop a strong sense of control over their experiences (Ejupi & Medarić, 2022). The value is found not only in touring but also in gathering experiences that have personal resonance and add to a developing life story (Davane, 2025).

This personal motive often has an extra layer of gendered meaning for women who travel alone (Hamid et al., 2021). Traveling alone can go beyond leisure to become an act of empowerment and subdued defiance of social norms or expectations that may have historically limited the mobility and independence of women (Umur, 2024). A woman's confidence in her own talents and self-efficacy can be strengthened by the act of starting a solo journey, which can be a potent declaration of agency and a process that is both socially symbolic and personally transformational (Somasiri et al., 2022). Therefore, it is crucial to know these subtle, internal factors in order to understand the intricate calculus underlying Generation Z females' aspirations to travel alone.

2.2.7 Independent Variable: Destination Image

A key concept in tourism research is destination image, which is the culmination of a person's perceptions, thoughts, and beliefs about a location (Pan et al., 2020). Travel preferences, decisions, and behavioral intents are greatly influenced by it, which is widely recognized as a crucial factor in the decision-making processes of travelers (Sio et al., 2021). A potential traveler's perspective of a destination is shaped by a variety of cognitive, emotive, and conative factors, each of which contributes to the final impression (Wang et al., 2020). Destination image serves as a crucial filter through which Gen Z travelers assess places, frequently impacting whether a site is seen as hospitable, secure, and fit with individual travel goals (Karakaş et al., 2021).

The information and opinions of a destination's physical features, such as its infrastructure, local cuisine, historical landmarks, natural landscape, and cultural attractions, are referred to as the cognitive dimension of destination image (Zuo et al., 2023). Sources like advertising materials, internet reviews, travel blogs, and word-of-mouth referrals are frequently used to construct this informational layer (Liu et al., 2024). On the other hand, the affective dimension includes the feelings and emotional reactions that a place evokes, such as sensations of comfort, enthusiasm, or relaxation. The conative component, which represents a person's behavioral propensity or intention to attend the place, is the result of combining these cognitive and emotive assessments (Bui et al., 2021). Affective views, especially those pertaining to safety, social warmth, and inclusivity, can be just as important to lone female travelers as cognitive evaluations of facilities and attractions (Carballo et al., 2021).

The creation of a destination image is a dynamic process that is increasingly mediated by social media and digital platforms (Fathy et al., 2024). The creation and dissemination of destination narratives are greatly aided by user-generated content on websites like Instagram, travel forums, and review sites, which are frequently seen as more legitimate than official advertising campaigns (Liu et al., 2024). These peer-

sourced images and narratives play a crucial role in forming pre-travel expectations and perceptions for the digitally native Gen Z group (Pompurová et al., 2023). Additionally, destination image is dynamic and can change in response to world events, media coverage, or changing sociopolitical environments, highlighting its susceptibility to outside information flows (Wu & Shimizu, 2020).

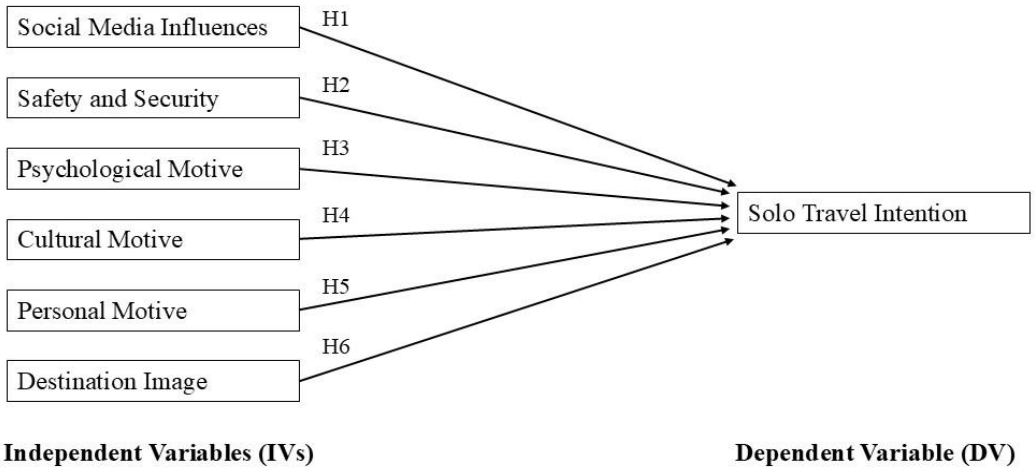
Destination image becomes even more important in the particular context of solo female travel (Pan et al., 2020). The reasons and worries of lone female travelers are more likely to coincide with locations that are thought to offer a combination of cultural diversity, scenic beauty, social warmth, and a secure setting. For example, studies looking at Malaysia as a backpacking destination show how millennial women traveling alone are strongly influenced by their good opinions of the country's cultural attractions, welcoming residents, and delicious cuisine (Zulkurnain et al., 2023). As a result, destination image is positioned in this study as an important independent variable that captures the perceived suitability and attractiveness of a place and is anticipated to have a major impact on the travel intentions of Generation Z female solo travelers.

2.3 Proposed Conceptual Framework

A conceptual framework containing six independent constructs and one dependent variable is created in order to investigate the relationships between the major influencing factors and the intention of Gen Z female travelers to travel alone. The six independent variables are social media influences, safety and security, psychological motive, cultural motive, personal motive, and destination image. The intention to engage on solo travel among Gen Z females represents the dependent variable.

The conceptual framework displays the hypothesized links between six contributing determinants and the solo travel intention of Generation Z female travelers, according to Figure 2.1. The Theory of Planned Behavior is utilized to support the framework, exploring how perceived behavioral control, subjective standards, and attitudes impact their intention to travel alone.

Figure 2.1: Conceptual Framework of the Research



Source: Developed for the research.

2.4 Hypotheses Development

The following hypotheses are established in order to investigate the relationships between variables:

2.4.1 Social Media Influences and Solo Travel Intention

According to Gosal et al. (2020), social media influences include peer interactions and motivational content on sites like Instagram, are a major factor in contemporary trip planning. Its perceived authenticity and visual storytelling directly influence desires and lessen destination uncertainty. Previous studies supported this connection, demonstrating that using travel-related social media greatly boosts people's desire to visit a location (Gosal et al., 2020). Other than this, Nguyen et al. (2021) claimed that Gen Z's travel choices are greatly influenced by social media since they mostly rely on user-generated material, online reviews, and images to assess places. According to the study, trustworthy and helpful social media content increases knowledge-seeking motivation, which boosts confidence while selecting trip destinations. Higher social media influence is predicted to result in better travel intention since social media directly improves Gen Z's intention to visit highlighted destinations (Nguyen et al., 2021). As a result, the subsequent hypothesis is developed:

H1: There is a significant relationship between social media influences and the solo travel intention of Gen Z female travelers.

2.4.2 Safety and Security and Solo Travel Intention

Ramadhani (2023) found that women's travel intentions in Bandung are highly influenced by safety and security. According to the survey, 81.5% of travel intentions can be explained by safety-related worries and corresponding travel restrictions. In particular, 80.7% came from travel restrictions. This suggested that even if women are well aware of the hazards to their safety, their desire to travel is not always discouraged if they feel informed and encouraged (Ramadhani, 2023). Women's intention to travel can therefore be maintained or even increased by providing and disseminating robust safety measures, underscoring the critical role that safety and security play in destination decision-making. Travel intentions are significantly positively impacted by perceived safety and security, according to Carballo et al. (2021). According to their research, a destination's intention to visit is significantly increased when perceived danger is reduced. A destination's reputation and appeal are improved by effective safety management, which is very advantageous for tourist competitiveness. Additionally, the study shows that gender moderates the positive impact of safety on travel intention, with women exhibiting a stronger behavioral response to security improvements than men (Carballo et al., 2021). Hence, the following hypothesis is constructed:

H2: There is a significant relationship between safety and security and the solo travel intention of Gen Z female travelers.

2.4.3 Psychological Motive and Solo Travel Intention

The research suggested that psychological motive and travel intention are positively correlated (Zulkurnain et al., 2023). It regularly demonstrates that people motivated by psychological requirements—such as the need for adventure, novelty, relaxation, or self-discovery—show greater intents to travel to locations that meet these needs. Zulkurnain et al. (2023) mentioned higher psychological motivation is therefore anticipated to have a favorable impact on millennial single female travelers' intention to visit Malaysia. Furthermore, according to Aebli et al. (2021), even in times of crisis, travel desire is intrinsically driven by basic socio-psychological travel objectives, such as relaxation, social connectivity, personal development, and physical/mental wellbeing. By satisfying deeper psychological needs, these "motivation factors" generate the desire to travel. People are more inclined to travel when they have strong psychological motivations because they see it as a practical way to accomplish these objectives (Aebli et al., 2021). Consequently, the following hypothesis is presented:

H3: There is a significant relationship between psychological motive and the solo travel intention of Gen Z female travelers.

2.4.4 Cultural Motive and Solo Travel Intention

Nguyen Viet et al. (2020) stated that cultural interaction significantly improves visitor satisfaction and the intentions of travel and revisit. Many foreign visitors said they wanted to engage with local traditions, rituals, and lifestyles. Travelers' enjoyment and emotional connection to a place are increased by positive cultural engagement, which may be very helpful in producing unforgettable experiences Nguyen Viet et al., 2020). According to (Zhang et al., 2020), travel intention in historical tourism is strongly influenced by culture, particularly cultural identity. It works by providing a clear, individual incentive to go. To effectively encourage the decision to travel, culture essentially works through a convergence of individual desire, positive valuation, social influence, and logistical confidence (Zhang et al., 2020). Thus, the following hypothesis is formed:

H4: There is a significant relationship between cultural motive and the solo travel intention of Gen Z female travelers.

2.4.5 Personal Motive and Solo Travel Intention

Based on Yang (2020), those who have more compelling personal motives—such as the need for freedom, self-discovery, or life-changing experiences—show a larger desire to travel alone. Meanwhile, among current and prospective lone travelers, a strong positive correlation has been shown between personal motivation and travel intention; these intrinsic motivators allow people to overcome perceived limitations (Yang, 2020). Higher levels of personal motivation are therefore thought to have a beneficial impact on the intention to travel alone. Other than this, according to research by Ganbold et al. (2024), visitors tend to show higher levels of intention to visit a destination when they have stronger personal motives, such as the need for leisure, relaxation, and social interaction. Travel decisions are influenced by these internal impulses as well as exterior elements like comfort, cultural encounters, and amenities. Ganbold et al. (2024) mentioned that travelers might prioritize experiences that meet their preferences and perceived benefits when personal reasons intersect with place factors. According to the study, travel decisions are influenced by the interaction with personal motivation (Ganbold et al., 2024). Hence, the subsequent hypothesis is created:

H5: There is a significant relationship between personal motive and the solo travel intention of Gen Z female travelers.

2.4.6 Destination Image and Solo Travel Intention

Maghrifani et al. (2021) claimed that travelers who have a positive perception of a destination are more likely to acquire stronger inclinations to come, according to previous tourism studies. Travelers' confidence and interest in selecting a destination are greatly increased by a positive perception of the place, such as appealing attractions, safety, and cultural diversity. Maghrifani et al. (2021) has demonstrated an even greater positive correlation between travel intention and destination image among tourists looking for distinctive or significant experiences, suggesting that a favorable perception is a key factor in influencing travel choices. Furthermore, travel intention and destination image are positively correlated, according to Tavitiyaman et al. (2021). An individual's inclination to visit and promote a place is directly strengthened when they have a positive opinion of its safety, cultural appeal, and attractiveness. Potential visitors are far more motivated and likely to visit a location when they have a favorable cognitive and affective perception of it (Tavitiyaman et al., 2021). Thus, the subsequent hypothesis is established:

H6: There is a significant relationship between destination image and the solo travel intention of Gen Z female travelers.

2.5 Chapter Summary

Chapter 2 outlines the theoretical basis and essential variables that support this research. It examines pertinent literature concerning solo travel among Gen Z females and defines the conceptual framework that connects social media influences, safety and security, psychological, cultural, and personal motives, as well as destination image to the intention of solo travel. Using this framework, hypotheses for the study were developed for further analysis.

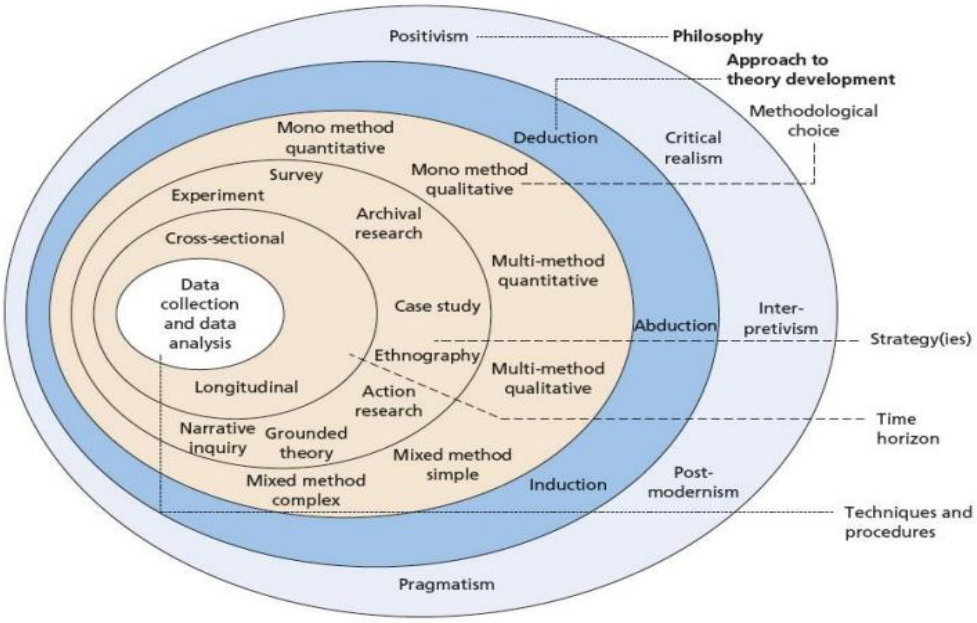
CHAPTER 3: METHODOLOGY

3.0 Introduction

The research approach used to accomplish the stated research goal is discussed in this section. It starts with research philosophy and research design, then moves on to the sampling design and data collection method. Then, the methods for analyzing the data will be discussed.

3.1 Research Philosophy

Figure 3.1: Research Onion



Source: Mardiana (2020).

Positivism seeks to create generalizations with properties akin to scientific rules. It includes

natural scientists' philosophical stances and entails examining visible facets of social reality (Saunders et al., 2019). Although positivist philosophy acknowledges that concepts and social structures exist independently of individuals, it ignores the role that individuals play in social reality (Abdelhakim & Badr, 2021). Thus, this study takes a positive philosophy, contending that human behavior can be explained with sufficient data.

The deductive research approach, which involves reasoning from general rules to particular classes of laws, is typically used to test theories (Saunders et al., 2019). Deductive research approaches may be useful for prediction due to their ability to produce logical conclusions and validate them through data collecting. The deductive approach uses pre-existing theoretical frameworks to identify causal linkages and forecast results (Gamage, 2025). As a result, this study used a deductive method to gather and analyze the required data.

3.2 Research Design

A research design is the general plan or structure that determines how a study will be conducted. In order to address the research questions or test hypotheses, it describes how data will be gathered, measured, and analyzed. It assists researchers in correctly organizing their studies such that the findings are reliable, valid, and relevant to the research aims (Huntington-Klein, 2021).

3.2.1 Quantitative Research

Quantitative research design is based on positivist and post-positivist traditions that emphasize objective measurement, empirical observation, and statistical analysis to investigate correlations between variables (Gamage, 2025). According to Abdelhakim and Badr (2021), positivism is especially appropriate for research that uses numerical data to test ideas, discover causal linkages, and produce findings that can be applied broadly. The application of quantitative techniques in behavioral research is further supported by post-positivist concepts like hypothesis testing, the reduction of complicated phenomena into quantifiable variables, and methodical observation (Gamage, 2025).

This study uses a quantitative research approach to look at what influences Gen Z women's inclinations to travel alone. It looks into how important elements including social media influence, safety and security, destination perception, psychological aspects, cultural influences, and individual motivations relate to the intention to travel alone. The suggested hypotheses can be tested using objective statistical analysis thanks to this method (Ghanad, 2023).

A cross-sectional design collects data at a single moment in time. This design is practical, affordable, and appropriate for analyzing contemporary attitudes and

behaviors (Wang & Cheng, 2020). It advances the study's goal of comprehending the key elements influencing Gen Z women's inclinations to travel alone in the contemporary travel environment.

3.3 Sampling Design

3.3.1 Target Population

The target population is a subset of the larger population under investigation, distinguished by certain characteristics or criteria that are directly relevant to the research question (Alvi, 2016). This subset is defined according to criteria that correspond with the goals and characteristics of the research project, enabling researchers to concentrate their studies on population segments that are particularly significant or of interest (Casteel & Bridier, 2021; Willie, 2022). The research's target population is Gen Z females in Malaysia. Using the Department of Statistics Malaysia's population estimate of about 34.2 million, first apply the fraction of Generation Z (25%), then the female share of this group (49%). Based on this sequential computation, the anticipated number of Generation Z females in Malaysia is around 4.2 million (Department of Statistics Malaysia, 2025). Participants in quantitative research are chosen from this demographic according to qualifying requirements. Participants in the study will be those who fit these requirements. Therefore, Gen Z women in Malaysia who are interested in or have experience traveling alone are eligible to participate in this study.

3.3.2 Sampling Frame

A sampling frame is a set of source materials from which a sample is generated and used to choose individuals who represent the research's target population (Rahman et al., 2022). The target population for this study is Generation Z female travelers, defined as girls born between 1997 and 2012 who have traveled alone or are interested in doing so. Given the widespread use of digital platforms and social media among Generation Z people, this study's sampling frame is consists of Gen Z females who regularly engage with travel-related content and express an interest in independent travel experiences. Since they are more likely to be impacted by social media, safety perceptions, psychological motives, cultural motives, personal goals, and destination image, this group is thought to be suitable for investigating solo travel intentions. As a result, the sample frame guarantees that respondents have the pertinent traits required to meet the study's goals and offer insightful information about Gen Z female solo travel intentions (Mweshi & Sakyi, 2020).

3.3.3 Sampling Technique

Convenience sampling, a non-probability sample method, is used in this investigation. According to Sedgwick (2013), this method entails choosing respondents who fit the target population's predetermined characteristics and are easily accessible and eager to participate. This study's respondents are female members of Generation Z who have either traveled alone or are interested in doing so. Due to the lack of a thorough sampling list for Gen Z female solo travelers and the exploratory nature of looking at destination image, psychological, cultural, social media, safety, and personal factors of solo travel intention, convenience sampling is considered suitable.

3.3.4 Sampling Size

Krejcie and Morgan's (1970) sample size determination table was used to calculate the appropriate sample size for this study. The table provides a scientifically accepted approach for determining sample size based on a given population size, with a 95% confidence level and a 5% margin of error (Mweshi & Sakyi, 2020). It is estimated that there are more than 100,000 Generation Z female who are interested in or have experience traveling alone because the specific number is unknown. Krejcie and Morgan (1970) recommended having a minimum of 384 responders as sample size when the population size is huge (N ≥ 1,000,000). In order to guarantee sufficient statistical power and representativeness, this study uses 384 respondents as the desired sample size. This sample size is thought to be adequate to facilitate trustworthy data analysis and to accomplish the research goals pertaining to determining the factors influencing the intentions of Gen Z female travelers to travel alone.

Figure 3.2: Krejcie and Morgan 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 and Morgan (1970).

3.4 Data Collection Methods

3.4.1 Primary Data

Data collection procedures are crucial in deciding how acquired information will be processed and interpreted, as the chosen approach has a direct impact on the validity and dependability of study findings (Ganesha & Aithal, 2022; Khoa et al., 2023). Survey research employing structured questionnaires is one of the most popular data collecting techniques because it may efficiently gather data on several variables from a sizable and pertinent sample of respondents (Taherdoost, 2022). Questionnaires can be used to collect quantitative data in a methodical and consistent manner, guaranteeing coherence and appropriateness for statistical analysis (Aithal & Aithal, 2020). In order to examine the factors influencing Gen Z females' intentions to travel alone, this study gathers primary data via an online self-administered questionnaire.

3.4.2 Research Instrument

The instrument of this research employed was a self-reported questionnaire. This approach reduces any bias and guarantees consistency in responses by letting respondents finish the survey on their own (Zimmerman, 2024). Questionnaires are widely employed in social science research because they are inexpensive, can reach a large number of respondents, and provide structured data suited for analysis (Bihu, 2021). In order to ensure that the data appropriately reflects participants' perceptions, motivations, and intents pertinent to the study, the questionnaire was created in accordance with the research objectives, gathering demographic data and evaluating the independent and dependent variables.

3.5 Instrument and Measurement

3.5.1 Questionnaire Design

Section A is intended to gather basic demographic information from respondents. This includes factors like age, gender, race, employment status, and income level. In order to facilitate comparisons and analysis across various demographic segments, this section aims to classify individuals into relevant categories. The study can more accurately evaluate travel behaviors and spot patterns or trends among particular groups by knowing the background characteristics of respondents.

Section B collects general information about respondents' travel activities and preferences. It includes questions about travel frequency and the timing of their most recent trip, which assist in determining how actively respondents participate in travel. Additionally, this section allows respondents to choose numerous options to reflect a variety of interests by examining preferred travel styles. It also looks at how long people like to travel alone, from quick getaways to longer stays. The overall goal of this part is to provide a basic overview of the travel patterns and habits of the respondents.

Section C, Independent Variables, discusses the factors influencing respondents' intentions to travel alone. Social media influence, safety and security, psychological motive, cultural motive, personal motive, and destination image are the independent factors included in this section. Using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), participants suggest how much they agree with each statement, enabling the study to assess the impact of these factors on the intention to travel alone.

3.5.2 Pilot Test

Pilot study was run to assess the study instrument's applicability and reliability before gathering the primary data (Lowe, 2019). According to Schroder et al. (2010), a pilot test is an initial study ran on a small sample to evaluate the efficacy of the data collection tool and research processes prior to conducting full-scale research. The objective of doing a pilot test is to discover any difficulties with question wording, structure, and responder comprehension, as well as to check that the instrument works properly (In, 2017). Furthermore, the pilot test enables researchers to use Cronbach's alpha to evaluate the measurement items' reliability. A Cronbach's alpha score of 0.70 or higher is generally considered acceptable, indicating that the items are internally consistent (Kennedy, 2022). The pilot test's feedback and reliability results were used to modify the questionnaire prior to the final survey administration. Bujang et al. (2024) state that this study would gather information from at least 30 respondents for the pilot test to evaluate the questionnaire's reliability.

Table 3.1: Cronbach Alpha Coefficient Range Table

Cronbach's Alpha	**Internal Consistency**
$\alpha \geq 0.9$	Excellent
$0.8 > \alpha \geq 0.9$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Singh (2017).

Table 3.2: Pilot Test Result

Variables	Cronbach's Alpha	Number of Items
Solo Travel Intention (STI)	0.917	4
Social Media Influences (SMI)	0.876	4
Safety and Security (SAS)	0.885	4
Psychological Motive (PSM)	0.866	4
Cultural Motive (CLM)	0.933	5
Personal Motive (PEM)	0.903	5
Destination Image (DIM)	0.888	4

Source: Developed for the research.

According to Table 3.2, there were 34 respondents collected. All variables have passed Cronbach's Alpha reliability test, according to the pilot test results shown in Table 3.2, with values beyond the acceptable range of 0.7. The reliability of Cultural Motive (CLM) was the greatest at 0.933, followed by Personal Motive (PEM) at 0.903 and Solo Travel Intention (STI) at 0.917. With Cronbach's Alpha values ranging from 0.866 to 0.888, the remaining variables—Destination Image (DIM), Safety and Security (SAS), Social Media Influences (SMI), and Psychological Motive (PSM)—also showed strong reliability. Overall, the findings show that every measuring scale is trustworthy for additional research.

3.5.3 Instrument Development

Table 3.3: Information of Measurement Items

Construct	Item	Original Questions	Modified Questions	Sources
Solo Travel Intention (DV)	STI1	I am interested in visiting/revisiting Malaysia in the future.	I intend to travel alone in the future	Maghrifani et al. (2021)
	STI2	I am likely to recommend Malaysia to those who want travel advice.	I intend to engage in solo travel whenever I have the opportunity.	
	STI3	I plan to travel alone.	I decided to travel alone.	Yang et al. (2021)
	STI4	I will make an effort to travel alone.	I am willing to make an effort to travel alone in the future	
Social Media Influences (IV)	SMI1	I use social media as a reference for solo traveling.	I refer to social media for information related to solo travel.	Wachyuni et al. (2024)
	SMI2	I did solo traveling because I saw trends on social media.	I observed trends on social media influence my intention to engage in solo travel.	
	SMI3	'Images' of tourism spots shared on social media attract me to visit that place.	Images of tourism destinations shared on social media increase my interest in solo travelling.	Paul et al. (2019)
	SMI4	Social media provides information about 'new tourism destinations.'	Social media provides useful information about new tourism destinations for solo travel.	
Safety and Security (IV)	SAS1	I will go to a safe destination.	I prefer to travel alone to destinations that are perceived to be safe.	Wachyuni et al. (2024)
	SAS2	I am concerned about safety information in the tourist destination.	I am concerned about the safety conditions for travelling alone.	Zou and Meng (2019)
	SAS3	I pay attention to views on safety incidents from the people around me.	I pay attention to safety-related opinions and experiences shared by others when travel	

			alone.	
	SAS4	I feel nervous about traveling to the other countries because of terrorism.	Safety concerns influence my decision when choosing destinations for solo travel.	Kim et al. (2019)
Psychological Motive (IV)	PSM1	I prefer to travel solo because of disconnecting and withdrawal from everyday life.	I prefer to travel alone to disconnect from daily routines and responsibilities.	Ejupi and Medarić (2022)
	PSM2	The change of environment is important to me on my solo journey.	Experiencing a change of environment is important to me during solo travel.	
	PSM3	When I travel alone, I feel more confident and independent.	Travelling alone makes me feel more confident and independent.	
	PSM4	Travelling alone is a time to fulfil my own desires and needs.	Solo travel provides an opportunity to fulfil my personal desires and needs.	
Cultural Motive (IV)	CLM1	I like to visit museums and galleries on my travels.	I enjoy visiting museums and galleries when travelling alone.	Ejupi and Medarić (2022)
	CLM2	I like to take part in cultural and entertainment events on my travels.	I like participating in cultural and entertainment events during my solo trips.	
	CLM3	I like to see the sights at the destination.	I enjoy sightseeing at destinations I travel alone.	
	CLM4	I love getting to know the culture and way of life of other people and nations.	I am interested in learning about the culture and way of life of other people and nations when travelling solo.	
	CLM5	I like to try local food on the trip.	I like trying local cuisine during my solo trip.	
Personal Motive (IV)	PEM1	On the journey, I like to meet new people.	During solo trip, I enjoy meeting new people.	Ejupi and Medarić (2022)

	PEM2	I go on a journey in search of my identity and personal growth.	I travel alone in search of personal growth and self-discovery.	
	PEM3	On the journey, I want to broaden my horizons, explore and discover new things.	Solo travel allows me to broaden my horizons, explore, and discover new things.	
	PEM4	To develop skills in areas that are important to me.	I travel alone to develop skills in areas that are important to me.	Moura et al. (2022)
	PEM5	To challenge myself. To live exciting experiences.	I undertake solo travel to challenge myself.	
Destination Image (IV)	DIM1	Offers interesting cultural attractions.	I will travel solo to a destination that offers interesting cultural attractions.	Maghrifani et al. (2021)
	DIM2	Has friendly people.	I prefer to travel solo to destinations where I can meet people who are friendly and welcoming.	
	DIM3	Offers appealing local food.	I am interested in conducting a solo trip to a destination that offers appealing local food experiences.	
	DIM4	Offers beautiful scenery/nature.	I prefer to travel solo to destinations that provide beautiful scenery and natural attractions.	

Source: Developed for the research.

3.5.4 Measurement of Scale

A measuring scale is a technique that preserves the empirical relationships between things or events by giving them numbers. It offers a mathematical framework that permits suitable statistical analysis, comparison, and ordering (Stevens, 1946).

3.5.4.1 Nominal Scale

Nominal scale divides data into discrete, non-ordinal groups according to common qualitative characteristics, is the most fundamental level of measurement (Stevens, 1946). Gender, race, income, and occupation are a few examples. Nominal scale numbers have no mathematical significance and can only be used as labels; arithmetic operations cannot be carried out on them. Frequency counts, percentages, and visual aids like pie or bar charts are used in research to examine nominal data. Additionally, it is crucial for many inferential statistical methods that call for categorical independent variables (Idika et al., 2023). In behavioral and social sciences, proper application of the nominal scale guarantees precise classification and insightful interpretation of qualitative data (Perreault & Leigh, 1989).

3.5.4.2 Ordinal Scale

According to Stevens (1946), rank ordering produces the ordinal scale. Researchers can determine who has "more" or "less" of the features being studied by arranging people or objects according to how much of it they possess. Ordinal data offer meaningful ordering that facilitates comparisons such as higher, lower, better, or worse, even while the distances between ranks are not equal (Kemp & Grace, 2021). Because each variable in this study represents ranked groups, ordinal scales are suited for measuring demographic data including stress level, willingness to travel, frequency of solo trips, and interest in exploring new cultures. Additionally, since they represent ordered levels of agreement or perception, all items created utilizing a 5-point Likert scale are also regarded as ordinal data.

3.6 Data Analysis

3.6.1 Descriptive Analysis

Descriptive analysis was implemented to summarize respondents' demographic information and provide an overview of their attitudes on solo travel (Vetter, 2017). The profiles of the respondents, including age, races, travel experience, and history of solo travel, were described using frequency and percentage analysis (Rogers, 1998). To assess the overall degree of agreement with each concept, the mean and standard deviation values were computed for each study variable (Kemp et al., 2018). The analysis offers a preliminary comprehension of the data distribution before inferential statistical testing.

3.6.2 Inferential Analysis

Inferential analysis was used to investigate the links between the independent variables and the dependent variable, which is solo travel intention among Generation Z females (Wróblewski & Petrenko, 2022). Testing the hypotheses and determining given that independent variables had a meaningful influence on the desire to travel alone were the goals of this investigation (Wiltshire & Ronkainen, 2021). In order to analyze the influence of multiple independent variables on a single dependent variable, multiple regression analysis was utilized.

The pertinent statistical presumptions were checked to make sure the data was appropriate for additional analysis before the inferential analysis was carried out (Taherdoost, 2022). A large amount of the variance in the intention to travel alone was explained by the independent factors taken together, according to the statistical relevance of the regression model (Cooksey, 2020). The finding implies that the suggested research model is appropriate for studying the target population's solo travel intention (Marshall & Jonker, 2011). Overall, the inferential analysis validates the

significance of the chosen variables in explaining the intention to travel alone and offers empirical support for the research paradigm.

3.6.2.1 Pearson Correlation Coefficient

Pearson Correlation Coefficient is a statistical technique for determining the strength, direction, and significance of a linear correlation between two variables (Alsaqr, 2021). It is useful for analyzing relationships between variables since it shows how changes in one variable are related to changes in another (Bishara & Hittner, 2012). A perfect positive correlation is presented by a value of +1.0, a perfect negative correlation by a value of -1.0, and no relationship by a value of 0 (El-Hashash & Shiekh, 2022). The coefficient ranges from -1.0 to +1.0. Positive values suggest that variables move in the same direction, whereas negative values indicate no relationship (Gong et al., 2024). In this research, Pearson's correlation analysis is used in this study to assess the strength and direction of relationships between independent variables and solo travel intention as well as to identify potential correlations between dependent and independent variables. Table 3.4 provides general guidelines for interpreting r values as very low, low, moderate, high, or very high correlations.

Table 3.4: Degree of Correlation Between Two Variables.

Condition	Degree of Correlation
$0.0 < r < 0.2$	Significantly Weak or Correlated
$0.2 < r < 0.4$	Weak Correlation
$0.4 < r < 0.6$	Moderate Correlation
$0.6 < r < 0.8$	Strong Correlation
$0.8 < r < 1.0$	Significantly Strong Correlation

Source: Ikhwan, Mansor, Khan, Mahmood, Bujang, & Haddadi (2024).

3.6.2.2 Multiple Linear Regression Analysis

Extended ordinary linear regression by using many predictor variables to explain a single result variable is known as multiple linear regression model (Adhikari, 2022). It investigated how multiple independent factors affect a dependent variable at the same time and determines each predictor's distinct contribution after adjusting for the others (James et al., 2023). This method is very helpful in identifying the variables that have a major impact on the result, as well as the intensity and direction of those interactions (Maulud & Abdulazeez, 2020). Shi et al. (2021) stated that metrics such as coefficient of determination (R^2), modified R^2, and F-statistic, which gauge how effectively predictors explain the variation in the dependent variable, are adapted to construct the multiple linear regression analysis model. These indicators collectively evaluate how effectively the dependent variable's variation can be clarified through the independent variables. Individual predictor significance is also examined using t-statistics and p-values to determine whether each independent variable has a statistically significant effect (Piekutowska et al., 2021). The R-squared increases with how well the regression model matches the observed. Furthermore, if ($p < 0.05$) the independent variable and the dependent variable have a meaningful relationship and are statistically significant (Rath et al., 2020). Figure 3.3 illustrates the multiple linear regression equation.

Figure 3.3: The Equation of Multiple Linear Regression

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots + \beta_p X_p + \varepsilon$$

Source: Maity (2018).

Each symbol denotes the following:

Y = Dependent Variable, X_i = Independent Variable, β_i = Parameter, ε = Error

The multiple regression analysis used in this study is as follows:

y = Solo Travel Intention

β_0 = Intercept

$\beta_i = \beta_1 \ldots . \beta_6$ = Regression coefficients for each independent variable

X_1 = Social Media Influences

X_2 = Safety and Security

X_3 = Psychological Motive

X_4 = Cultural Motive

X_5 = Personal Motive

X_6 = Destination Image

ε = Error

This multiple linear regression model looks at how Gen Z female intention to travel alone is social media influences, safety and security, psychological motive, cultural motive, personal motive, and destination image. While the error term represents additional factors not included in the model, the regression coefficients indicate the direction and strength of each factor's influence when the other variables are held constant.

3.6.2.3 Multicollinearity Test

Multicollinearity is defined as the occurrence of high correlations between independent variables in a multiple regression model (Shrestha, 2020). According to Pélabon et al. (2020), the standard error of regression coefficients rises as variability increases. The coefficients of one or more independent variables may not differ significantly from zero if the standard error is greater (Lindner et al., 2019). The Variance Inflation Factor (VIF) is a popular method for identifying multicollinearity (Kyriazos & Poga, 2023). VIF and Tolerance values are frequently analyzed to detect multicollinearity. VIF values are assessed in conjunction with tolerance, which displays the portion of an independent variable's variation that cannot be accounted for by other independent variables (Salmerón-Gómez et al., 2020). The tolerance value is

less than 0.10 or VIF value more than 10 typically indicate serious multicollinearity (Bayman & Dexter, 2021). On the other hand, a VIF between 5 and 10 indicated a substantial correlation that may be a risk (Salmerón-Gómez et al., 2020). As a result, the validity and suitability of the multiple regression model employed in this investigation are confirmed by a multicollinearity test.

3.7 Chapter Summary

This chapter described the study's methodological framework, includes philosophy of research, design of the research, sampling of the strategy, method of data collection, and measurement instruments. It also described the pilot test, reliability assessment, and descriptive and inferential methodologies used to investigate factors impacting Generation Z females' solo travel intentions.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter examines and assesses the findings pertinent to the research questions and hypotheses. The demographic data of the participants is first descriptively analyzed and provided as percentages and frequencies. The study looks at the statistical properties of the independent and dependent variables, such as the mean, median, and standard deviation, using the Statistical Package for the Social Sciences (SPSS) program. The study also considers multicollinearity, multiple linear regression, reliability, and Pearson correlation.

4.1 Descriptive Analysis

Krejcie and Morgan sample size table's recommended sample size was exceeded by the 393 replies that were gathered for this investigation. The responses were kept and used in the study, guaranteeing the authenticity and dependability of the results. The descriptive analysis provides an overview of the study's primary variables as well as the respondents' demographics. Demographic information is offered in the form of frequency and percentage distributions to create a clear picture of individuals. Furthermore, descriptive statistics, such as means and standard deviations, were utilized to define the study variables' primary tendencies and variability, laying the groundwork for future inferential statistical studies.

4.1.1 Respondents' Demographic Profile

Demographic information of participants is analyzed using frequency and percentage distributions to understand the sample characteristics, including age, gender, race, employment status, and income level.

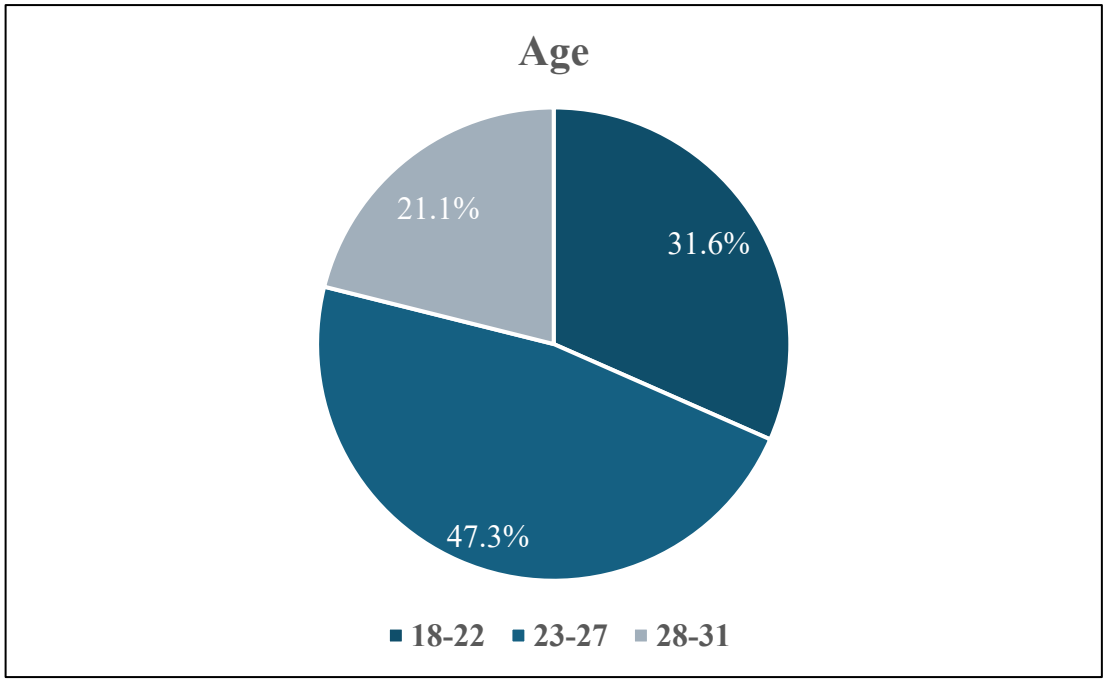
4.1.1.1 Age

Table 4.1: Age

Age	Frequency	Percentage (%)
18 – 22	124	31.6
23 – 27	186	47.3
28 – 31	83	21.1
Total	393	100

Source: Developed for the research.

Figure 4.1: Age



Source: Developed for the research.

According to Table 4.1 and Figure 4.1, the largest age group of respondents is 23–27 years old, making up 47.3% of the sample as a whole. Respondents between the ages of 18 and 22, who make up 31.6% of the sample, come next. In contrast, 21.1% of the responders are between the ages of 28 and 31.

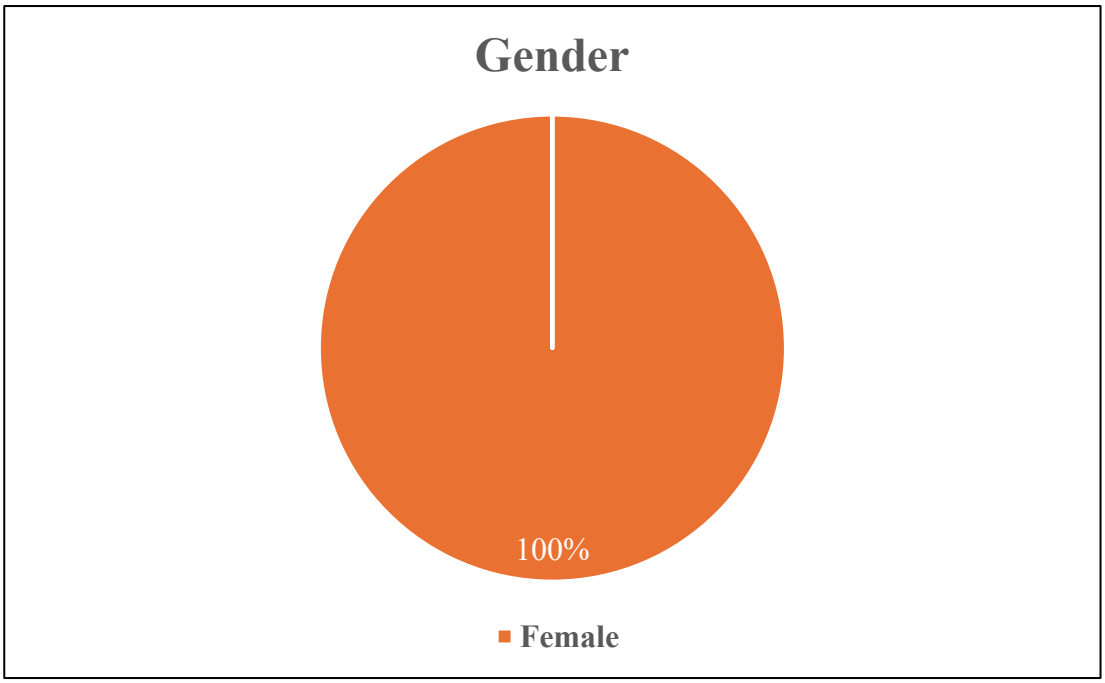
4.1.1.2 Gender

Table 4.2: Gender

Gender	Frequency	Percentage (%)
Female	393	100
Total	393	100

Source: Developed for the research.

Figure 4.2: Gender



Source: Developed for the research.

In light of Table 4.2 and Figure 4.2, the gender distribution of particpants reveals that all 393 respondents (100%) are female. This shows that all of the participants in this study are female.

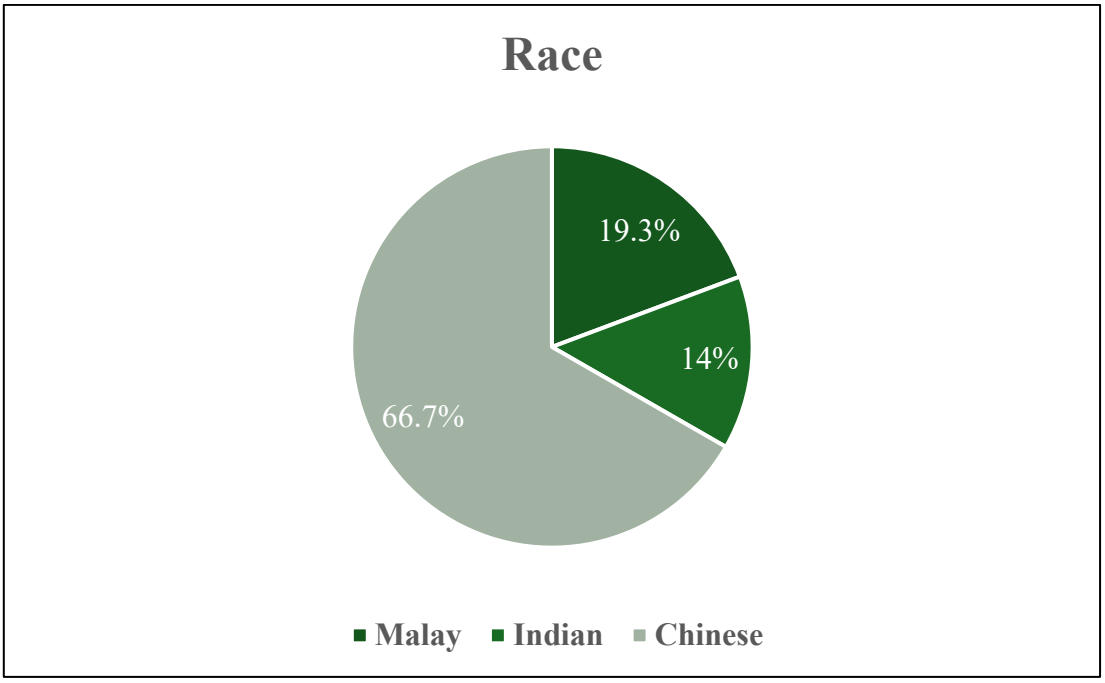
4.1.1.3 Race

Table 4.3: Race

Race	Frequency	Percentage (%)
Malay	76	19.3
Indian	55	14
Chinese	262	66.7
Total	393	100

Source: Developed for the research.

Figure 4.3: Race



Source: Developed for the research.

The respondents' racial distribution is shown in Table 4.3 and Figure 4.3. With 66.7% of the sample, Chinese respondents make up the majority. Indians make up 14% of the respondents, followed by Malay respondents at 19.3%. The majority of participants in this study are Chinese respondents overall.

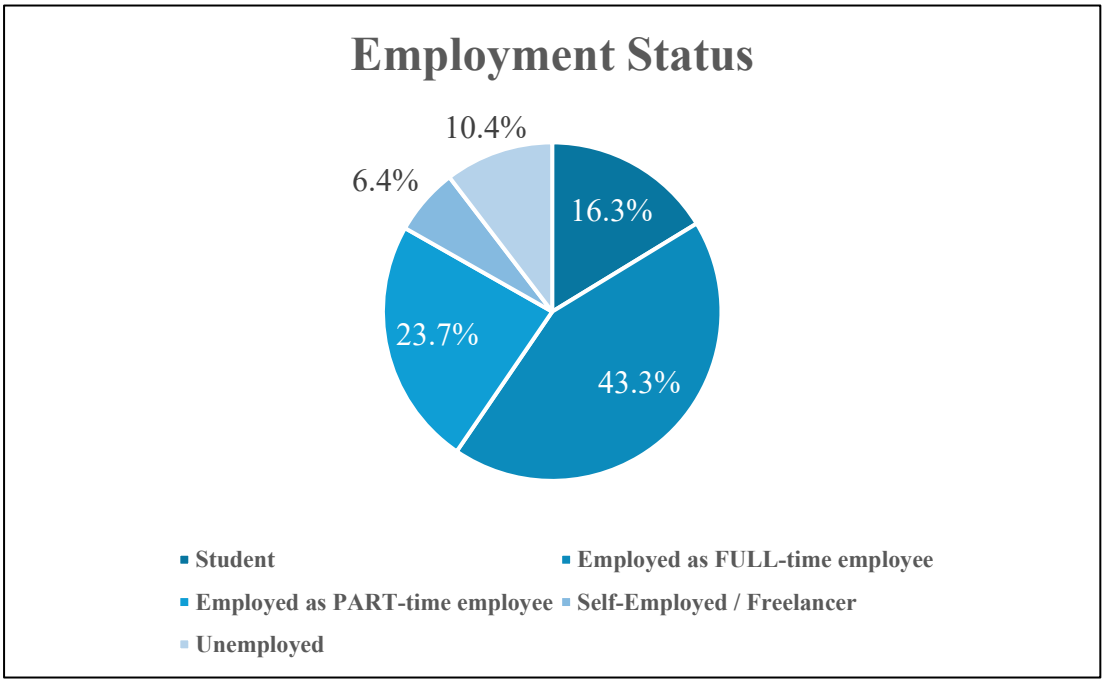
4.1.1.4 Employment Status

Table 4.4: Employment Status

Employment Status	Frequency	Percentage (%)
Student	64	16.3
Employed as FULL-time employee	170	43.3
Employed as PART-time employee	93	23.7
Self-Employed / Freelancer	25	6.4
Unemployed	41	10.4
Total	393	100

Source: Developed for the research.

Figure 4.4: Employment Status



Source: Developed for the research.

Table 4.4 and Figure 4.4 portray the respondents' employment status. 43.3% of the sample are full-time employees, making up the majority. Students at 16.3% and part-time employees at 23.7% come next. The percentage of respondents who are self-employed or freelancers (6.4%) and unemployed (10.4%) is lower. In general, the majority of research participants are employed, especially in full-time employment.

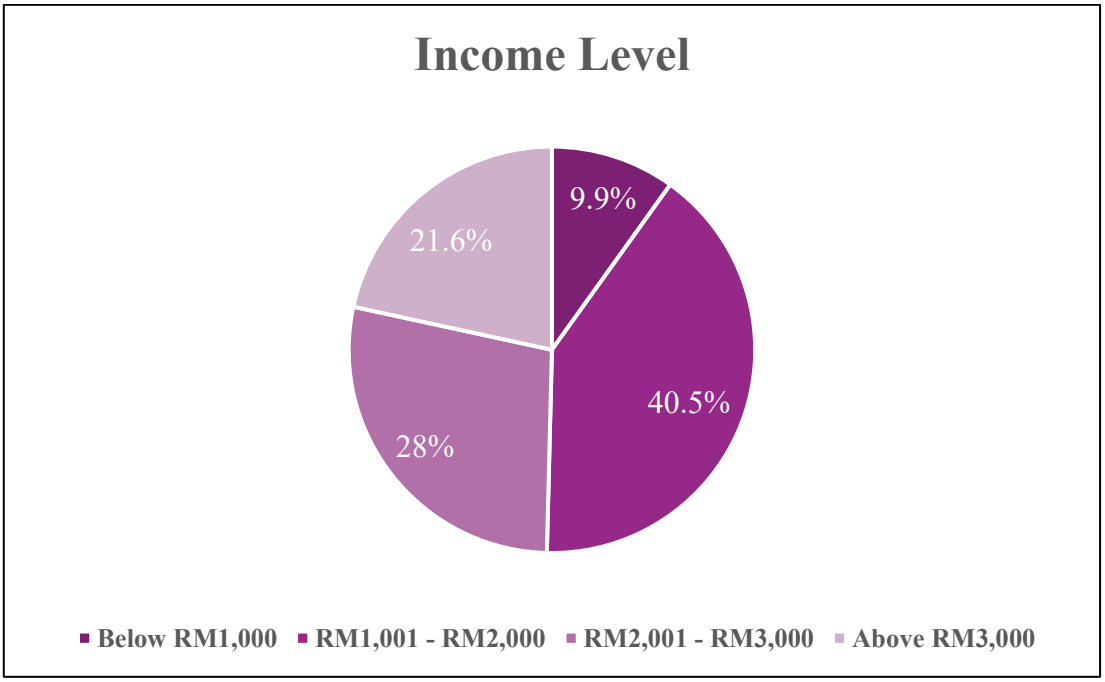
4.1.1.5 Income Level

Table 4.5: Income Level

Income Level	Frequency	Percentage (%)
Below RM1,000	39	9.9
RM1,001 - RM2,000	159	40.5
RM2,001 - RM3,000	110	28
Above RM3,000	85	21.6
Total	393	100

Source: Developed for the research.

Figure 4.5: Income Level



Source: Developed for the research.

Table 4.5 and Figure 4.5 reflect the respondents' income level. The majority, or 40.5% of the samples, make up RM1,001 and RM2,000. Respondents making RM2,001 and RM3,000 (28%) and those making more than RM3,000 (21.6%) come next. A lower percentage of respondents, 9.9% of the samples, earn less than RM1,000. In general, the majority of responders had incomes between RM1,001 and RM2,000.

4.1.2 The General Information of Respondents

Respondents' general data was evaluated to provide a better understanding of the sample characteristics. The respondents' frequency of travel within the previous 12 months, their most recent trip, and preferred travel mode were all examined using frequency and percentage distributions. An overview of the travel habits and preferences of the respondents is given by these statistics.

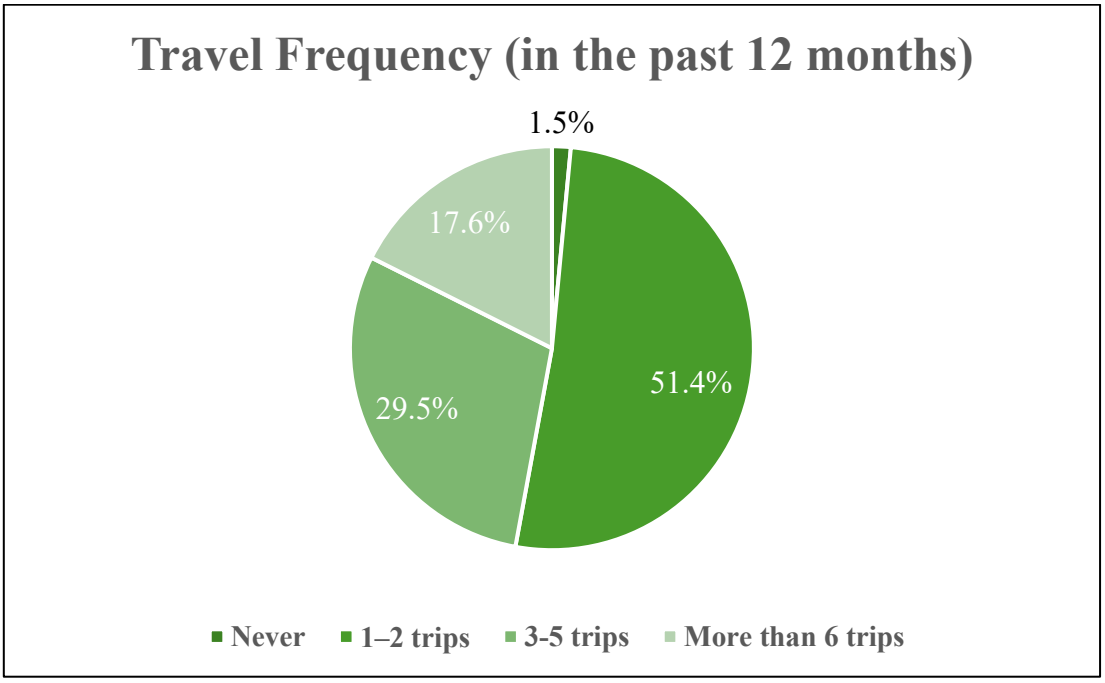
4.1.2.1 Travel Frequency (in the past 12 months)

Table 4.6: Travel Frequency (in the past 12 months)

Travel Frequency (in the past 12 months)	Frequency	Percentage (%)
Never	6	1.5
1-2 trips	202	51.4
3-5 trips	116	29.5
More than 6 trips	69	17.6
Total	393	100

Source: Developed for the research.

Figure 4.6: Travel Frequency (in the past 12 months)



Source: Developed for the research.

As illustrated in Table 4.6 and Figure 4.6, the travel frequency of respondents over the past 12 months is shown. 51.4% of the sample, or the majority of responders, made one or two trips. Those who made three to five journeys (28.5%) and more than six trips (17.6%) came next. A low percentage of respondents, 1.5% of the sample—never took a trip. The majority of respondents had taken one or two trips in the past 12 months.

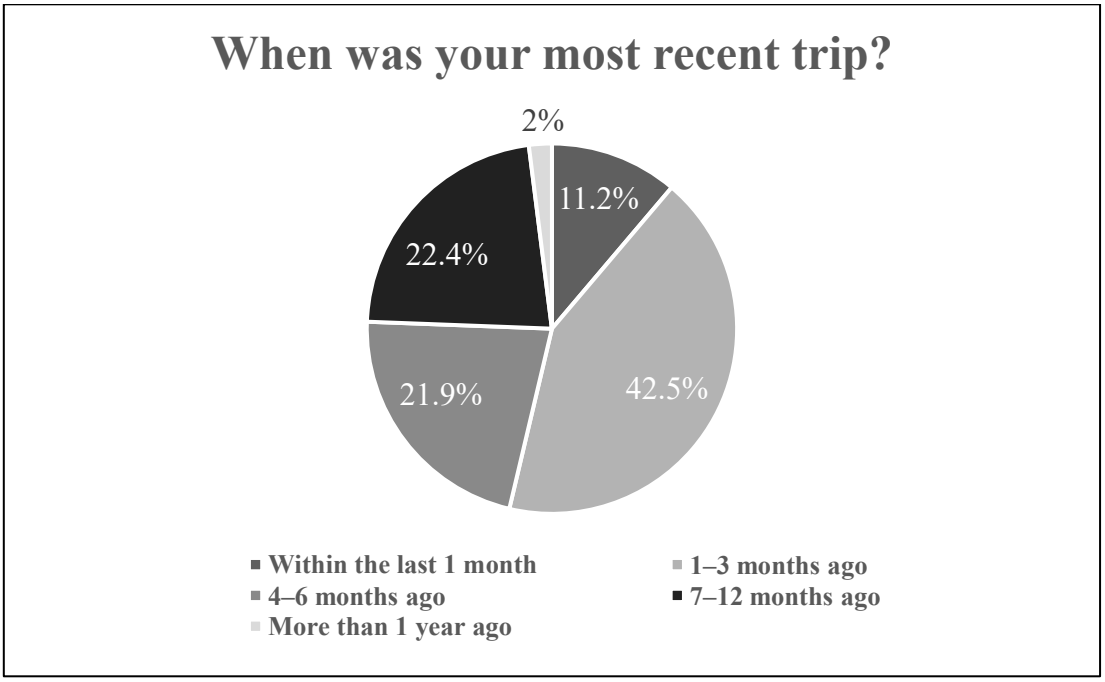
4.1.2.2 When was your most recent trip?

Table 4.7: When was your most recent trip?

When was your most recent trip?	Frequency	Percentage (%)
Within the last 1 month	44	11.2
1–3 months ago	167	42.5
4–6 months ago	86	21.9
7–12 months ago	88	22.4
More than 1 year ago	8	2
Total	393	100

Source: Developed for the research.

Figure 4.7: When was your most recent trip?



Source: Developed for the research.

As shown in Table 4.7 and Figure 4.7, the majority of respondents (42.5%) indicated they had traveled within the last one to three months. This is followed by 7-12 months ago, which represents 22.4%, and 4-6 months ago, which accounts for 21.9% of replies. In the meantime, 11.2% of respondents stated that they had traveled within the previous month. Finally, only 2.0% of respondents stated that their most recent travel was more than a year ago, the smallest proportion in the study.

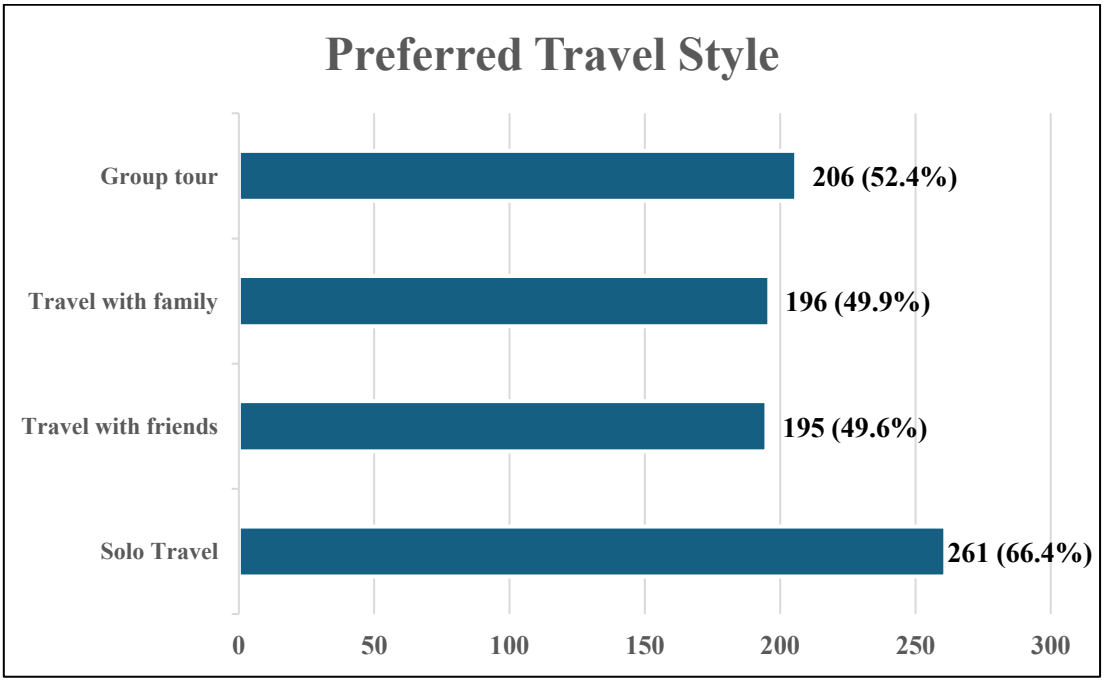
4.1.2.3 Preferred Travel Style

Table 4.8: Preferred Travel Style

Preferred Travel Style	Frequency	Percentage (%)
Solo Travel	261	66.4
Travel with friends	195	49.6
Travel with family	196	49.9
Group tour	206	52.4
Total	858	218.3

Source: Developed for the research.

Figure 4.8: Preferred Travel Style



Source: Developed for the research.

As reported in Table 4.8 and Figure 4.8, it shows that 261 respondents (66.4%) said they would prefer to travel alone, making solo travel the most popular travel option among respondents. After that, 206 respondents (52.4%) selected group tours. In contrast, 195 respondents (49.6%) prefer traveling with friends, and 196 respondents (49.9%) prefer traveling with relatives.

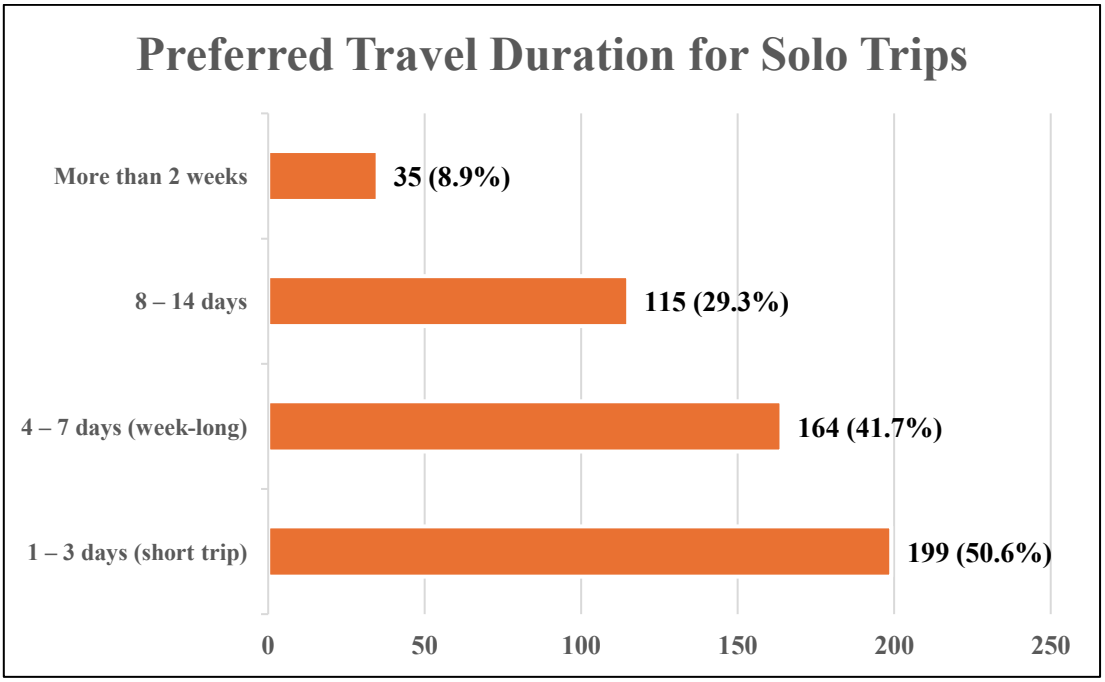
4.1.2.4 Preferred Travel Duration for Solo Trips

Table 4.9: Preferred Travel Duration for Solo Trips

Preferred Travel Duration for Solo Trips	Frequency	Percentage (%)
1 – 3 days (short trip)	199	50.6
4 – 7 days (week-long)	164	41.7
8 – 14 days	115	29.3
More than 2 weeks	35	8.9
Total	513	130.5

Source: Developed for the research.

Figure 4.9: Preferred Travel Duration for Solo Trips



Source: Developed for the research.

As presented in Table 4.9 and Figure 4.9, 199 respondents (50.6%) chose a solo trip duration of 1-3 days. This is followed by 4–7 days (a week), which 164 respondents (41.7%) chose. In the meantime, 8–14 days of travel was preferred by 115 respondents (29.3%). Thirty-five respondents (8.9%) selected more than two weeks as the least favored travel duration.

4.1.3 Descriptive Statistics of Dependent and Independent Variables

Table 4.10: Descriptive Statistics of Independent and Dependent Variables

Variables	Mean	Median	Mode	Standard Deviation
STI1	4.27	5.00	5	1.029
STI2	4.18	5.00	5	1.129
STI3	4.20	4.00	5	1.025
STI4	4.24	5.00	5	1.069
SMI1	4.24	5.00	5	1.081
SMI2	4.17	5.00	5	1.100
SMI3	4.21	5.00	5	1.051
SMI4	4.26	5.00	5	0.997
SAS1	4.34	5.00	5	1.021
SAS2	4.25	5.00	5	1.018
SAS3	4.24	5.00	5	1.038
SAS4	4.29	5.00	5	1.001
PSM1	4.13	5.00	5	1.152
PSM2	4.16	5.00	5	1.113
PSM3	4.18	4.00	5	1.082
PSM4	4.19	5.00	5	1.078
CLM1	4.14	4.00	5	1.099
CLM2	4.15	5.00	5	1.139
CLM3	4.18	4.00	5	1.031
CLM4	4.19	5.00	5	1.078
CLM5	4.21	5.00	5	1.038
PEM1	4.19	5.00	5	1.129
PEM2	4.16	5.00	5	1.134
PEM3	4.18	4.00	5	1.058
PEM4	4.19	5.00	5	1.117
PEM5	4.13	4.00	5	1.118
DIM1	4.35	5.00	5	1.010
DIM2	4.21	5.00	5	1.061
DIM3	4.25	5.00	5	1.027
DIM4	4.28	5.00	5	0.994

Source: Developed for the research.

Descriptive statistics are displayed in Table 4.10 for each independent and dependent

variable item that has a 5-point Likert scale. Respondents largely agreed or strongly agreed with the majority of the statements across all constructions, as indicated by the mean values, which vary from 4.13 to 4.35. PSM1 and PEM5 had the lowest mean values (4.13), showing somewhat less agreement than the other items, while DIM1 had the highest mean value (4.35), indicating a higher degree of agreement among respondents. The mode for all items is 5, indicating that "strongly agree" was the most often chosen response by respondents. The majority of items had a median of 5.00, with a few questions having a median of 4.00. Additionally, the standard deviation values, which vary from 0.994 to 1.152, show a comparatively low degree of variability and imply that respondents' answers were generally consistent throughout the items.

4.2 Scale Measurement

4.2.1 Internal Reliability Analysis

Table 4.11 Reliability Test

Variables	Number of Item	Cronbach's Alpha	Reliability Level
Solo Travel Intention	4	0.904	Excellent
Social Media Influences	4	0.889	Good
Safety and Security	4	0.900	Excellent
Psychological Motive	4	0.899	Good
Cultural Motive	5	0.909	Excellent
Personal Motive	5	0.916	Excellent
Destination Image	4	0.888	Good

Source: Developed for research.

The reliability test results for each of the constructs used in this study are summarized in Table 4.11. The measuring items have a high degree of internal consistency, as indicated by the Cronbach's Alpha values, which vary from 0.888 to 0.916. With a Cronbach's Alpha of 0.916, Personal Motive had the best dependability, followed by Cultural Motive (0.909), Solo Travel Intention (0.904), and Safety and Security (0.900), all of which show outstanding reliability. In the meantime, there is strong dependability for Psychological Motive (0.899), Social Media Influences (0.889), and Destination Image (0.888). All constructs together surpass the permissible cutoff point of 0.60, indicating that the measuring items are trustworthy and appropriate for additional statistical examination.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient Analysis

Table 4.12: Pearson Correlation Coefficient Results

Correlations								
		STI	SMI	SAS	PSM	CLM	PEM	DIM
STI	Pearson Correlation	1	.756***	.803***	.720***	.745***	.749***	.801***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
	N	393	393	393	393	393	393	393
SMI	Pearson Correlation	.756***	1	.741***	.718***	.742***	.731***	.788***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
	N	393	393	393	393	393	393	393
SAS	Pearson Correlation	.803***	.741***	1	.747***	.752***	.766***	.782***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	393	393	393	393	393	393	393
PSM	Pearson Correlation	.720***	.718***	.747***	1	.707***	.755***	.733***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	393	393	393	393	393	393	393
CLM	Pearson Correlation	.745***	.742***	.752***	.707***	1	.734***	.765***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
	N	393	393	393	393	393	393	393
PEM	Pearson Correlation	.749***	.731***	.766***	.755***	.734***	1	.773***

	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	393	393	393	393	393	393	393
DIM	Pearson Correlation	.801***	.788***	.782***	.733***	.765***	.773***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	393	393	393	393	393	393	393
***. Correlation is significant at the 0.01 level (2-tailed).								

Source: Developed for the research.

Table 4.12 shows the correlation analysis between the independent variables (social media influence, safety and security, psychological motive, cultural motive, personal motive, and destination image) and dependent variables (solo travel intention). With significance values of p <.001, the results demonstrate that all independent variables have a significant correlation with the dependent variable at the 0.01 level (2-tailed). With a Pearson correlation value (r) of 0.801, solo travel intention and destination image shows the strongest relationship among the variables. Social media influence (r = 0.788), safety and security (r = 0.782), personal motive (r = 0.773), and cultural motive (r = 0.765) come next. With a r value of 0.733, psychological motive exhibits the smallest but still significant relationship with solo travel intention. As a result, the results show that every independent variable in this study has a significant positive relationship with solo travel intention.

4.3.2 Multiple Linear Regression Analysis

Table 4.13: Multiple Linear Regression Analysis (Model Summary) Results

Model Summary									
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	.864[a]	.746	.742	.47577	.746	189.134	6	386	<.001
a. Predictors: (Constant), DIM, PSM, CLM, SMI, PEM, SAS									
b. Dependent Variable: STI									

Source: Developed for the research.

Table 4.13 indicates that this research's R^2 value is 0.746. This means that 74.6% of the variance in the dependent variable (solo travel intention) can be clarified by the independent variables (destination image, psychological motive, cultural motive, social media influence, personal motive, and safety and security). The remaining 25.4% of the variance may be explained by variables not included in this study. Furthermore, the model exhibits an adjusted R^2 value of 0.742, suggesting that the model maintains its strength even after accounting for the number of predictors. The regression model is statistically significant because the significance value of the F change is less than 0.001. The R^2 value of 0.746 indicates the model has excellent explanatory power, as the chosen independent variables define a significant part of the variance in the dependent variable.

Table 4.14: Multiple Linear Regression Analysis (ANOVA) Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	256.868	6	42.811	189.134	<.001[b]
	Residual	87.373	386	.226		
	Total	344.240	392			
a. Dependent Variable: STI						
b. Predictors: (Constant), DIM, PSM, CLM, SMI, PEM, SAS						

Source: Developed for the research.

According to Table 4.14, the study's F value is 189.134 at a significance level of less than 0.001. This suggests that there is statistical significance in the regression model. As a result, the dependent variable, solo travel intention is significantly impacted by all of the independent variables, including destination image, psychological motive, cultural motive, social media influence, personal motive, and safety and security.

Table 4.15: Multiple Linear Regression Analysis (Coefficients) Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.029	.127		.227	.821
	SMI	.141	.048	.138	2.947	.003
	SAS	.316	.051	.301	6.182	<.001
	PSM	.057	.043	.059	1.319	.188
	CLM	.112	.046	.110	2.407	.017
	PEM	.090	.047	.092	1.925	.055
	DIM	.274	.054	.258	5.026	<.001
a. Dependent Variable: STI						

Source: Developed for the research.

Based on Table 4.15, the value of unstandardized coefficient for social media influence (SMI) is 0.141, meaning that, assuming all other variables stay the same, a one-unit increase in social media influence results in a 0.141 unit increase in solo travel intention (STI). Likewise, safety and security (SAS) had a coefficient value of 0.316, indicating that solo travel intention rises by 0.316 units for each unit increase in safety and security. Furthermore, the coefficient value of psychological motive (PSM) is 0.057, suggesting a slight increase in the solo travel intention as psychological motive rises.

In accordance with standardized beta values, safety and security ($\beta = 0.301$, $t = 6.182$) have the greatest impact on solo travel intention. Destination image ($\beta = 0.258$, $t = 5.026$), social media influence ($\beta = 0.138$, $t = 2.947$), and cultural motive ($\beta = 0.110$, $t = 2.407$) come next. In contrast, the effects of psychological motive ($\beta = 0.059$, $t =$

1.319) and personal motive (β = 0.092, t = 1.925) are weaker.

Solo travel intention is significantly correlated with social media influence ($p = 0.003$), safety and security ($p < 0.001$), cultural motive ($p = 0.017$), and destination image ($p < 0.001$). Nevertheless, psychological motive ($p = 0.188$) and personal motive ($p = 0.055$) do not statistically substantially affect the solo travel intention in this study.

4.3.3 Multicollinearity Test

Table 4.16: Multicollinearity Test Results

Independent Variables		Collinearity Statistics	
		Tolerance	VIF
1	SMI	.301	3.323
	SAS	.277	3.613
	PSM	.329	3.038
	CLM	.315	3.172
	PEM	.287	3.481
	DIM	.249	4.017
a. Dependent Variable: STI			

Source: Developed for the research.

The collinearity statistics in Table 4.16 illustrate that all independent variables exhibit appropriate levels of multicollinearity. The Variance Inflation Factor (VIF) values range from 3.038 to 4.017, while the tolerance values fall between 0.249 and 0.329. These values are within the widely recognized limits for multicollinearity diagnostics, which state that VIF values should be less than 10 and tolerance values should be greater than 0.10 (Salmerón-Gómez et al., 2020). Consequently, the findings imply that multicollinearity is not an issue in this investigation.

According to the collinearity statistics, psychological motive (PSM) exhibits the lowest degree of multicollinearity among the independent variables, with the highest tolerance value (0.329) and the lowest VIF value (3.038). Cultural motive (CLM), which has a tolerance value of 0.315 and a VIF value of 3.172, and social media influence (SMI), which has a tolerance value of 0.301 and a VIF value of 3.323, come next. Safety and security (SAS) displays a tolerance value of 0.277 with a VIF value of 3.613, whereas personal motive (PEM) records a tolerance value of 0.287 with a VIF value of 3.481. Lastly, destination image (DIM) has the highest VIF value (4.017)

and the lowest tolerance value (0.249) of all the variables. Nonetheless, all tolerance and VIF values are within acceptable ranges, indicating that there is no significant multicollinearity among the independent variables. As a result, the variables can be included in the analysis of multiple linear regression.

4.4 Chapter Summary

This chapter summarizes the findings from the descriptive and inferential analyses conducted during this research. The results were methodically presented to answer the research questions and fulfill the goals of the study. The analysis provided a concise summary of the data, highlighting significant trends and variable interactions. A more thorough evaluation of the results and their implications will be given in the next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter summarizes the significant and key conclusions of this research investigation, as stated in the preceding chapter. The study's implications and limitations will be examined further in the following section. The final section will discuss the research limits and make recommendations for future studies.

5.1 Discussion of Major Findings

Table 5.1: Summary of the Hypotheses Testing Results

Hypotheses	Significant Value	Results
H1: There is a significant relationship between social media influences and the solo travel intention of Gen Z female travelers.	$p = 0.003$ $p < 0.05$	Supported
H2: There is a significant relationship between safety and security and the solo travel intention of Gen Z female travelers.	$p < .001$ $p < 0.05$	Supported
H3: There is a significant relationship between psychological motive and the solo travel intention of Gen Z female travelers.	$p = 0.188$ $p > 0.05$	Not Supported
H4: There is a significant relationship between culture motive and the solo travel intention of Gen Z female travelers.	$p = 0.017$ $p < 0.05$	Supported
H5: There is a significant relationship between personal motive and the solo travel intention of Gen Z female travelers.	$p = 0.055$ $p > 0.05$	Not Supported
H6: There is a significant relationship between destination image and the solo travel intention of Gen Z female travelers.	$p < .001$ $p < 0.05$	Supported

Source: Developed for the research.

5.1.1 The Relationship between Social Media Influences and Solo Travel Intention

Table 5.1 shows a substantial correlation between Gen Z female travelers' intention to travel alone and social media influences ($p = 0.003$), indicating that more exposure to social media content raises the chance of solo travel. Sharing travel experiences, reviews, and aesthetically pleasing information on social media is an essential way to change people's perspectives and lessen the anxiety that comes with traveling alone (Gosal et al., 2020). They stated that electronic word-of-mouth (e-WOM) disseminated via social media greatly improves travel intention by improving destination image and cultivating favorable attitudes toward travel, corroborate this conclusion. Other than this, Gosal et al. (2020) explained that people tend to be more inclined to consider destinations as appealing, reliable, and accessible when they are exposed to positive internet reviews and shared experiences. This boosts their confidence when making travel decisions. Gen Z is especially affected because they actively use internet platforms for inspiration and knowledge. As a result, the hypothesis H1 has been accepted.

5.1.2 The Relationship between Safety and Security and Solo Travel Intention

Table 5.1 indicates a substantial correlation between the intention to travel alone and safety and security ($p < .001$). This suggests that when female Gen Z travelers believe the area is safe and secure, they are more likely to intend to travel alone. This finding has been supported by Ramadhani (2023) that looked into the influence of safety and security in determining travel intentions. According to Ramadhani (2023), people's intention to travel is significantly impacted by perceived risk, especially when it comes to worries about their own safety and security. Travel intention is discouraged by higher perceived danger, while travel is encouraged by lower perceived risk (Ramadhani, 2023). This implies that safety and security are important factors in determining travel intention since they have a direct impact on people's comfort and self-assurance when traveling on their own. This suggests that the solo travel intention is significantly influenced by safety and security. Thus, hypothesis H2 is accepted.

5.1.3 The Relationship between Psychological Motive and Solo Travel Intention

Table 5.1 demonstrates that psychological motive and solo travel intention do not correlate significantly ($p = 0.188$). This means that people's internal psychological motives, such as the need for personal development, independence, or self-discovery, do not always result in a greater desire to travel alone. This result is in line with Aebli et al.'s (2021) investigation of the constraints and motives of travelers. The study identified several psychological reasons, including the desire for independence and introspection; however, it did not provide conclusive evidence that these factors have a substantial impact on an individual's tendency to travel alone Aebli et al. (2021). The finding reveals that while psychological motives do exist, they may not be powerful enough to directly influence behavioral intention in the absence of favorable environmental circumstances. Consequently, psychological motive may not be a major predictor of solo travel intention, and hypothesis H2 is rejected.

5.1.4 The Relationship between Cultural Motive and Solo Travel Intention

Table 5.1 reveals a significant correlation between cultural motive and solo travel intention ($p = 0.017$). This suggests that people are more inclined to travel alone if they have stronger cultural motives, such as the desire to learn about various customs, heritage, and lifestyles. The previous research by Zhang et al. (2020) which discovered that cultural factors significantly influence travelers' behavioral intentions, corroborate this conclusion. The report emphasizes that independent travel decisions, especially solo travel, are more likely to be made by tourists motivated by cultural curiosity and the desire for genuine experiences (Zhang et al., 2020). In general, this research suggests that people who are culturally motivated are more confident and willing to embark on solo travel adventures. Therefore, it is determined that cultural motive is a strong predictor of the solo travel intention, and hypothesis H4 is accepted.

5.1.5 The Relationship between Personal Motive and Solo Travel Intention

Table 5.1 illustrates that there is no significant correlation between Gen Z female travelers' solo travel intention and their personal purpose ($p = 0.055$). This implies that a person's personal motives, such as the need for autonomy, self-actualization, or personal development, could not always lead to a greater desire to travel alone. This is in line with Ganbold et al. (2024), which demonstrated that while passengers frequently cited personal motivations, they had little bearing on their actual travel intents. For instance, travelers who value independence and self-discovery can be reluctant to travel alone because of uncertainty, inexperience, or practical difficulties (Ganbold et al., 2024). This finding suggests that personal motive may not be a good predictor of solo travel intention when supportive conditions are inadequate or external constraints are present. Thus, hypothesis H5 is rejected.

5.1.6 The Relationship between Destination Image and Solo Travel Intention

Table 5.1 shows a strong correlation between destination image and solo travel intention ($p < .001$). This implies that when people have more favorable opinions, impressions, and beliefs about a place, they are more likely to intend to visit alone. A study by Maghrifani et al. (2021) highlighted how a positive perception of a destination greatly increases travelers' desire to visit. According to Maghrifani et al. (2021), people are more likely to think about visiting places they find appealing, secure, and culturally stimulating. Additionally, when people have good expectations and mental impressions of a trip, they feel more confident while making travel decisions. It provides validity to the concept that destination image is a powerful predictor of solo travel intention, implying that people who have positive opinions of a place are more likely to travel alone. Hence, hypothesis H6 is accepted.

5.2 Implications

5.2.1 Theoretical Implication

This study adds theoretical value by applying the Theory of Planned Behavior (TPB) to the setting of solo travel intention among Malaysian Generation Z female travelers, a demographic that has received little attention in previous tourism research. This study applies the theory to a more particular travel decision that incorporates both perceived risk and personal desire, although TPB has been wisely used to explain travel intentions. Concerns about safety, social acceptance, and the impact of digital travel all have an impact on young women's views toward solo travel.

This study also strengthens the TPB framework by connecting its core constructs to aspects that are especially important to Gen Z female solo travelers. By demonstrating how individual objectives like independence, self-discovery, freedom, and empowerment may influence positive evaluations of solo travel, motivational factors aid in the understanding of attitude (Teng et al., 2023). Social media broadens our understanding of subjective norms by revealing that social pressure and support can come from online influences, travel communities, and user-generated content, as well as from family and friends (Zaidi et al., 2022). Then, safety perceptions explain perceived behavioral control by showing how young women's solo travel confidence solo depends on how safe and manageable they perceive the experience to be (Maiurro & Brandão, 2024).

Thus, by adapting TPB to a recent, gender-specific, and digitally affected travel context, this study provides theoretical value. It demonstrates how internal motives, online social influence, and perceived safety may combine to influence the intention of Gen Z females in Malaysia to travel alone. As a result, this study contributes to bridging the research gap by incorporating motivational factors, social media influence, and safety perceptions into the TPB framework to explain solo travel intention among Malaysian Generation Z female travelers. Instead of treating solo travelers as a uniform group, the study offers a more focused theoretical understanding of how TPB can explain solo travel intention among young female travelers.

5.2.2 Practical Implication

The study's findings are intended to be useful to destination marketing organizations, travel service providers, hotel companies, and other travel industry stakeholders. This study can assist tourism stakeholders better understand the requirements and preferences of this expanding market segment by analyzing the impact of social media, safety perceptions, and motivational variables on the intentions of Generation Z female travelers to travel alone.

First, the results can be used by destination marketing firms to create more focused marketing plans for female members of Generation Z. Tourism marketers can develop social media campaigns that emphasize independence, self-discovery, empowerment, and meaningful solo travel experiences because this group is heavily impacted by digital platforms (Wang & Huang, 2025). This could make it easier for places to draw in young women tourists.

Second, the results can be used by travel agencies to create travel goods that are better suited for Gen Z women who travel alone. These could include adaptable travel packages, itineraries that are suitable for lone travelers, secure modes of transportation, and assistance with digital travel (Irwan & Hendijani, 2024). Young females who are interested in travelling alone but may still be worried about convenience and safety can have their expectations met by such services.

Third, by attending to the safety requirements of Gen Z female solo travelers, hotel firms may enhance their offerings. For instance, they can offer safe lodging, unambiguous safety advice, dependable customer service, and services that are geared toward women (Savita & Singh, 2024). These enhancements might boost travelers' self-assurance and inspire more ambitious plans to travel alone.

Overall, this study can assist travel industry companies in shifting away from broad marketing methods and toward more targeted approaches that better fit Generation Z

female travelers. Tourism companies may develop more pertinent marketing messages, suitable travel products, and efficient safety measures for this developing market by knowing what influences their intentions to travel alone.

5.3 Limitations of the Study

5.3.1 Restricted Research Variable Scope

This study concentrated on a limited number of independent variables such as social media influences, safety and security, psychological motive, cultural motive, personal motive, and destination image. These variables may not fully capture all aspects impacting Gen Z female travelers' intention to travel alone, even if they were carefully chosen based on the Theory of Planned Behavior (TPB) and pertinent research. Although they were not covered in this study, other potential factors that might have a big impact on travel intentions include travel restrictions, financial concerns, past travel experience, perceived danger, and social support (Karagöz et al., 2020; Kolkesen & Meltem, 2025). Therefore, the results may not be as thorough and comprehensive if these additional variables are excluded.

5.3.2 Limited Scope of Demographics

The scope of this study is restricted to Gen Z female travelers, a particular demographic group. Other groups whose travel intents and behaviors may differ, such as male tourists or people from different age groups, are excluded by this restrictive focus. Because of this, the results might not accurately reflect the larger traveler population. This constraint limits the study's generalizability, making it difficult to draw findings that apply to travel behavior beyond Gen Z female solo travelers.

5.4 Recommendations for Future Research

5.4.1 Acceptance of Qualitative Research Techniques

In order to better understand the solo travel goals of Gen Z female travelers, future researchers are urged to use qualitative research methods. Techniques like in-person interviews and focus groups can allow for more direct communication with participants and open-ended investigation of their motives, experiences, and perspectives. With this method, researchers can study underlying elements that may not be fully exposed by structured surveys, gain real-time clarification of replies, and capture more significant insights. In addition, by increasing participant engagement and decreasing the possibility of shallow responses, qualitative approaches might improve the research findings' overall validity, reliability, and richness.

5.4.2 Inclusion of Additional Variables

To obtain a more thorough understanding of the factors impacting Gen Z female travelers' propensity to travel alone, further study is urged to incorporate a wider range of variables. Other pertinent aspects may also be important, even though this study focused on important drivers such social media influences, safety and security, psychological motive, cultural motive, personal motive, and destination image. Deeper insights into travel decision-making may be obtained by considering factors like perceived risk, travel restrictions, financial concerns, past travel experience, and social support (Karagöz et al., 2020; Kolkesen & Meltem, 2025). Future study may better reflect the intricacy of solo travel behavior and increase the research model's overall explanatory power by including these more factors.

5.4.3 Adoption of a Broader Research Scope

In order to have a more thorough understanding of Gen Z females' solo travel intention, it is advised that future studies include respondents from a wider range of racial, cultural, and religious backgrounds in order to increase the demographic scope. This would enable researchers to gain a better understanding of how Gen Z may be influenced by cultural values, social standards, and religious beliefs. Future research can yield more representative and broadly applicable results by including a more varied sample of respondents. Additionally, this could assist tourism stakeholders in creating more inclusive strategies that cater to the diverse requirements, concerns, and motivations of young female travelers from a range of backgrounds.

5.5 Chapter Summary

The final chapter summarizes the study's primary outcomes, demonstrating that social media influences, safety and security, cultural motive, and destination image all have a substantial impact on Gen Z females' solo travel intention. Despite its limitations, the study emphasizes the relevance of these characteristics in encouraging solo travel and advises that tourism stakeholders use the findings to design strategies that boost young female travelers' confidence and motivation.

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APPENDICES

Appendix 3.1: Questionnaire

Independent Journeys: Investigating the Key Determinants of Gen Z Female Travelers' Solo Travel Intentions

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

a) Name
b) Identity card
c) Place of Birth
d) Address
e) Education History
f) Employment History
g) Medical History
h) Blood type
i) Race
j) Religion
k) Photo
l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

a) For assessment of any application to UTAR
b) For processing any benefits and services
c) For communication purposes
d) For advertorial and news
e) For general administration and record purposes
f) For enhancing the value of education
g) For educational and related purposes consequential to UTAR
h) For replying any responds to complaints and enquiries
i) For the purpose of our corporate governance
j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to **chongwaisan@1utar.my**

chongwaisan20@gmail.com Switch account

Not shared

ACKNOWLEDGEMENT OF NOTICE

- ○ I have been notified that I hereby understood, consented and agreed with UTAR above notice.
- ○ I disagree, and my personal data will not be processed. (Thank You For Your Participation).

Race *

- ○ Malay
- ○ Chinese
- ○ Indian
- ○ Other: _____

Employment Status *

- ○ Student
- ○ Employed as FULL-time employee
- ○ Employed as PART-time employee
- ○ Self-Employed / Freelancer
- ○ Umemployed
- ○ Other: _____

Income Level *

- ○ Below RM1,000
- ○ RM1,001 - RM2,000
- ○ RM2,001 - RM3,000
- ○ Above RM3,000

Section B: General Information

In this section, please read each question attentively and select the answer that best represents your situation.

Travel Frequency (in the past 12 months) *

- ◯ Never
- ◯ 1–2 trips
- ◯ 3-5 trips
- ◯ More than 6 trips

When was your most recent trip? *

- ◯ Within the last 1 month
- ◯ 1–3 months ago
- ◯ 4–6 months ago
- ◯ 7–12 months ago
- ◯ More than 1 year ago

Preferred Travel Style *

- ☐ Solo travel
- ☐ Travel with friends
- ☐ Travel with family
- ☐ Group tour
- ☐ Other:

Preferred Travel Duration for Solo Trips *

- ☐ 1 – 3 days (short trip)
- ☐ 4 – 7 days (week-long)
- ☐ 8 – 14 days
- ☐ More than 2 weeks

Section C: Construct Measurement

Please indicate how strong you agree or disagree with each statement whereby placing a circle from **1 (Strongly Disagree) to 5 (Strongly Agree).**

Solo Travel Intention *

	1	2	3	4	5
I intend to travel alone in the future.	○	○	○	○	○
I intend to engage in solo travel whenever I have the opportunity.	○	○	○	○	○
I decided to travel alone.	○	○	○	○	○
I am willing to make an effort to travel alone in the future.	○	○	○	○	○

Social Media Influences *

	1	2	3	4	5
I refer to social media for information related to solo travel.	○	○	○	○	○
I observed trends on social media influence my intention to engage in solo travel.	○	○	○	○	○
Images of tourism destinations shared on social media increase my interest in solo travelling.	○	○	○	○	○
Social media provides useful information about new tourism destinations for solo travel.	○	○	○	○	○

Safety and Security *

	1	2	3	4	5
I prefer to travel alone to destinations that are perceived to be safe.	○	○	○	○	○
I am concerned about the safety conditions for travelling alone.	○	○	○	○	○
I pay attention to safety-related opinions and experiences shared by others when travel alone.	○	○	○	○	○
Safety concerns influence my decision when choosing destinations for solo travel.	○	○	○	○	○

Psychological Motive *

	1	2	3	4	5
I prefer to travel alone to disconnect from daily routines and responsibilities.	○	○	○	○	○
Experiencing a change of environment is important to me during solo travel.	○	○	○	○	○
Travelling alone makes me feel more confident and independent.	○	○	○	○	○
Solo travel provides an opportunity to fulfil my personal desires and needs.	○	○	○	○	○

Cultural Motive *

	1	2	3	4	5
I enjoy visiting museums and galleries when travelling alone.	○	○	○	○	○
I like participating in cultural and entertainment events during my solo trips.	○	○	○	○	○
I enjoy sightseeing at destinations I travel alone.	○	○	○	○	○
I am interested in learning about the culture and way of life of other people and nations when travelling solo.	○	○	○	○	○
I like trying local cuisine during my solo trip.	○	○	○	○	○

Personal Motive *

	1	2	3	4	5
During solo trip, I enjoy meeting new people.	○	○	○	○	○
I travel alone in search of personal growth and self-discovery.	○	○	○	○	○
Solo travel allows me to broaden my horizons, explore, and discover new things.	○	○	○	○	○
I travel alone to develop skills in areas that are important to me.	○	○	○	○	○
I undertake solo travel to challenge myself	○	○	○	○	○

Destination Image *

	1	2	3	4	5
I will travel solo to a destination that offers interesting cultural attractions.	○	○	○	○	○
I prefer to travel solo to destinations where I can meet people who are friendly and welcoming.	○	○	○	○	○
I am interested in conducting a solo trip to a destination that offers appealing local food experiences.	○	○	○	○	○
I prefer to travel solo to destinations that provide beautiful scenery and natural attractions.	○	○	○	○	○

Thank You for Your Participation.

Thank you for taking the time to complete this survey. Your valuable participation is greatly appreciated.

Appendix 3.2: Ethical Clearance Approval Official Letter

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-669/2026

7 January 2026

Dr Yeong Wai Mun
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Yeong,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Impact of AI Such as ChatGPT on Students' Learning and Daily Life	Chin Yin Tong	Dr Eaw Hooi Cheng	7 January 2026 – 6 January 2027
2.	Factor that Influences User Trust in Platform-based Business	Nicholas Tang Kien Yuan	Dr Jayamalathi a/p Jayabalan	
3.	Do Students Prefer Working with Flexible Hours and Locations or Fixed Working Hours and Location	Tan Song Ze	Dr Kalaivani a/p Jayaraman	
4.	Factors of E-commerce That Influence Customer Satisfaction Among Gen Z in Malaysia	Yap Chen Khai	Dr Komathi a/p Munusamy	
5.	A Case Study of Patient Satisfaction in a Private Clinic in Negeri Sembilan	Liew Xin Yee	Ms Lim Yee Wui	
6.	The Influence of Trend Culture on Gen Z's Purchase Decision for Collectible Items	Peggy Loh Zi Xuan	Dr Foo Meow Yee	
7.	Determinants of In-game Purchase Intention Among Malaysian Youth Online Gamers	Lim Jing Hao	Dr Yeong Wai Mun	
8.	Consumer Buying Behaviour Towards Consumer Products in Malaysia	Tee Xin Zhuen	Dr Foo Meow Yee	
9.	The Impact of Micromanagement on Employee Performance Among Sales Agents in Malaysia	Chen Yu Wen Sharen	Dr Jayamalathi a/p Jayabalan	
10.	Drivers of Generation Z Consumers' Purchase Intention Toward Green Skin Care Products	Lee Ken Hau	Dr Malathi Nair a/p G Narayana Nair	
11.	The Influence of Company Benefits on Job Outcomes Among Malaysians' Employees	Khong Yuee Ching	Dr Omar Hamdan Mohammad Alkharabsheh	
12.	The Influence of Organizational Communication, Coworker Support, and Job Stress with the Mediating Role of Job Satisfaction on Employees' Motivation	Phun Yan Jun	Ms Hooi Pik Hua @Rae Hooi	

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Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Impact of Brand Equity Dimensions on Brand Loyalty Among Generation Z in the Sports Footwear Industry	Ng Zhen Yang	Dr Malathi Nair a/p G Narayana Nair	7 January 2026 – 6 January 2027
14.	The Influence of Social Media Influencers on Malaysian Consumers' Purchase Intention Toward International Brands	Lim Wei Qi	Dr Foo Meow Yee	
15.	A Study of Reverse Logistic and Its Role in Brand Image and Customer Perception	Chang Kar Tung		
16.	The Role of Cross-Border E-Commerce Does Promote Buying Intentions for Consumers	Ho Jia Rok		
17.	Understanding the Influence of Online Scams on Consumer Purchase Intentions Among Malaysian Social Media Users	Aw Yong See Win	Dr Choo Siew Ming	
18.	Exploring the Intention of Reside in Retirement Villages Among Gen Z in Malaysia	Teo Yi Qi	Ms Goh Poh Jin	
19.	The Influence of Brand Trust on Young Adults' Preferences for Malaysia-Based Coffee Brands	Liau Wei Sim	Dr Malathi Nair a/p G Narayana Nair	
20.	Factors Influencing Malaysian Consumers' Purchase Intention Toward International Beauty Products	Tan Sze Wing	Dr Foo Meow Yee	
21.	Consumer Choice of Sustainable Mobility: A Study of Determinants Influencing Electric Vehicle Purchase Intention	Shao Yuhao	Ms Goh Poh Jin	
22.	The Impact of Product Variety, Promotions, Accessibility, Mall Cleanliness & Maintenance on Shoppers' Revisit Intention in Urban Shopping Malls: A Functional Value Analysis	Tan Yue Wey	Dr Choo Siew Ming	
23.	Young Consumers' Purchase Intention Toward Green Products in Malaysia: Drivers and Challenges in Green Marketing	Chin Zhi Qian		
24.	Chasing the Surprise: Understanding What Drives Impulse Buying in Blind Box Market Among Malaysian Generation Z	Tan Zung Yan	Ms Tai Lit Cheng	
25.	The Impact of Job Performance, Job Satisfaction Skills Development and AI Adoption on Employee Commitment	Hoo Yuan Yien	Dr Omar Hamdan Mohammad Alkharabsheh	
26.	Independent Journeys: Investigating the Key Determinants of Gen Z Female Travelers' Solo Travel Intentions	Chong Wai Sam	Ms Goh Poh Jin	
27.	Understanding Generation Z Consumer Behavior: The Role of Data-Driven Marketing in Shaping Customer Engagement in Online Shopping	Audrey Chong Jia Wen	Dr Choo Siew Ming	
28.	The Influence of Job Characteristics on Meaningful Work and Quiet Quitting in Multinational Corporations	Dominic Koh Wen Cong	Dr Low Mei Peng	
29.	Determinants of Entrepreneurial Intentions Among Female University Students	Victoria Wee Yuet Fang	Dr Kalaivani a/p Jayaraman	
30.	Factors that Influence the EV Purchase Intention: The Moderating Role of Incentive Policy	Kuan Jo Yin	Ms Goh Poh Jin	
31.	Understanding the Dynamics of Short-Form Video Marketing: An Analysis of Purchase Intention Among Young Consumers in Malaysia	Chia Zhi Han	Dr Choo Siew Ming	
32.	Psychological Stress Among Gen Z Malaysian Students Preparing for International Education Abroad	Dania Natasya BInti Nagayaya	Dr Malathi Nair a/p G Narayana Nair	

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

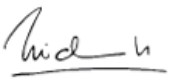
(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



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Appendix 3.3: SPSS Result (Pilot Test – Reliability Test)

Reliability Statistics

Cronbach's Alpha	N of Items
.917	4

Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

Reliability Statistics

Cronbach's Alpha	N of Items
.885	4

Reliability Statistics

Cronbach's Alpha	N of Items
.866	4

Reliability Statistics

Cronbach's Alpha	N of Items
.903	5

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

Reliability Statistics

Cronbach's Alpha	N of Items
.933	5

Appendix 4. 1: SPSS Result (Actual Study – Reliability Test)

Reliability Statistics

Cronbach's Alpha	N of Items
.889	4

Reliability Statistics

Cronbach's Alpha	N of Items
.916	5

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

Reliability Statistics

Cronbach's Alpha	N of Items
.904	4

Reliability Statistics

Cronbach's Alpha	N of Items
.899	4

Reliability Statistics

Cronbach's Alpha	N of Items
.909	5

Reliability Statistics

Cronbach's Alpha	N of Items
.900	4

Appendix 4.2: SPSS Result (Pearson Correlation Coefficient Analysis)

Correlations

		STI	SMI	SAS	PSM	CLM	PEM	DIM
STI	Pearson Correlation	1	.756***	.803***	.720***	.745***	.749***	.801***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
	N	393	393	393	393	393	393	393
SMI	Pearson Correlation	.756***	1	.741***	.718***	.742***	.731***	.788***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
	N	393	393	393	393	393	393	393
SAS	Pearson Correlation	.803***	.741***	1	.747***	.752***	.766***	.782***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	393	393	393	393	393	393	393
PSM	Pearson Correlation	.720***	.718***	.747***	1	.707***	.755***	.733***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	393	393	393	393	393	393	393
CLM	Pearson Correlation	.745***	.742***	.752***	.707***	1	.734***	.765***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
	N	393	393	393	393	393	393	393
PEM	Pearson Correlation	.749***	.731***	.766***	.755***	.734***	1	.773***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	393	393	393	393	393	393	393
DIM	Pearson Correlation	.801***	.788***	.782***	.733***	.765***	.773***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	393	393	393	393	393	393	393

***. Correlation at 0.001(2-tailed)

Appendix 4.3: SPSS Result (Multiple Linear Regression Analysis)

Model Summary

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	.864[a]	.746	.742	.47577	.746	189.134	6	386	<.001

a. Predictors: (Constant), DIM, PSM, CLM, SMI, PEM, SAS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	256.868	6	42.811	189.134	<.001[b]
	Residual	87.373	386	.226		
	Total	344.240	392			

a. Dependent Variable: STI

b. Predictors: (Constant), DIM, PSM, CLM, SMI, PEM, SAS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.029	.127		.227	.821
	SMI	.141	.048	.138	2.947	.003
	SAS	.316	.051	.301	6.182	<.001
	PSM	.057	.043	.059	1.319	.188
	CLM	.112	.046	.110	2.407	.017
	PEM	.090	.047	.092	1.925	.055
	DIM	.274	.054	.258	5.026	<.001

a. Dependent Variable: STI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.029	.127		.227	.821	-.221	.279		
	SMI	.141	.048	.138	2.947	.003	.047	.235	.301	3.323
	SAS	.316	.051	.301	6.182	<.001	.215	.416	.277	3.613
	PSM	.057	.043	.059	1.319	.188	-.028	.142	.329	3.038
	CLM	.112	.046	.110	2.407	.017	.020	.203	.315	3.172
	PEM	.090	.047	.092	1.925	.055	-.002	.181	.287	3.481
	DIM	.274	.054	.258	5.026	<.001	.167	.381	.249	4.017

a. Dependent Variable: STI

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	SMI	SAS	PSM	CLM	PEM	DIM
1	1	6.910	1.000	.00	.00	.00	.00	.00	.00	.00
	2	.032	14.695	.93	.01	.00	.03	.01	.03	.00
	3	.015	21.324	.03	.12	.00	.58	.21	.05	.03
	4	.012	23.679	.00	.27	.02	.29	.00	.60	.00
	5	.012	24.089	.00	.31	.01	.07	.66	.10	.05
	6	.010	26.186	.03	.05	.80	.02	.11	.19	.03
	7	.008	28.988	.00	.23	.17	.02	.00	.03	.88

a. Dependent Variable: STI