eISBN : 978 - 967 - 17373 - 0 - 9

ICEBTH 2021

ICEBTH 2021

International Conference on Entrepreneurship, Business, Tourism and Hospitality

ORGANIZED BY:

ACADEMIC INSPIRED NETWORK

STRATEGIC PARTNERSHIP:

EDUSAGE NETWORK

Gather to Learn

CONFERENCE PROCEEDING

31st JULY 2021

KUALA LUMPUR, MALAYSIA

eISBN:978-967-17373-0-9

Published by:
ACADEMIC INSPIRED NETWORK
(KT 0416380 – P)
Kota Bharu
Kelantan

1ST INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, BUSINESS, TOURISM AND HOSPITALITY (ICEBTH 2021)

ORGANIZING COMMITEE

Chairman	**:**	**Dr. Johan Afendi Bin Ibrahim** ***(Universiti Utara Malaysia)***
Treasurer	**:**	**Siti Nor Ain Osman** ***(Academic Inspired Network)***
Technical reviewer	**:**	**Dr. Roslizawati Che Aziz** ***(Universiti Malaysia Kelantan)*** **Dr. Nor Dalila Marican** ***(Universiti Malaysia Kelantan)*** **Dr. Wan Farha Wan Zulkifli** ***(Universiti Malaysia Kelantan)*** **Dr. Muhamad Nasyat Bin Muhamad Nasir** ***(Universiti Malaysia Kelantan)*** **Dr. Nor Syuhada Binti Zulkefli.** ***(Universiti Malaysia Kelantan)*** **Dr. Ruzanifah Kosnin** ***(Universiti Malaysia Kelantan)***
Technical committee	**:**	**Nur Azilah Izyan** ***(Academic Inspired Network)*** **Nor Haslinda Ahmad** ***(Academic Inspired Network)***
Liaison officer	**:**	**Zaim Shah Adnan@Nasir** ***(Academic Inspired Network)***

TABLE OF CONTENTS

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

ATTITUDES, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIOUR CONTROL FACTORS INFLUENCING MUSLIM FRIENDLY SPA VISIT

Nor Dalila Marican, Roslizawati Che Aziz, Norhamizah Mohamad Abiah, Nor Syazleen Azahar, Nor Farhana Hadidi & Noorzatil Izni Adlini Saroni

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding author: Nor Dalila Marican (dalila.m@umk.edu.my)

***Abstract**: The wellness industry and spa sector are marketable with promising future where economic development, globalisation, urbanisation, health concerns and religions become the driving factors. Muslim friendly spa is now emerging due to the demand among Muslims to relax, reflect, refresh, and rejoice themselves thus at the same time enabling them to cover their awrah. This study was designed to investigate the role of attitude, subjective norm and perceived behavioural control in patronizing Muslim friendly spa. Through this, the stakeholders can implement a good strategy to promote and educate the public on the concept of Muslim friendly spa to boost up the wellness tourism sector.*

***Keywords**: Wellness, Spa, Muslim, Tourism*

Introduction

The Global Wellness Institute expects a growing demand for the wellness industry worldwide as it showed an increase of 10.6% of growth rate compared to the year 2013 (Halim & Mohd Hatta, 2017). As one of the main components in wellness industry, the spa sector has been successful in recent years. The spa and beauty sectors show a significant growth in the future due to several factors such as prolonging good health among baby boomer's generation, increasing individuality awareness toward health and longevity, as well as the availability of wellness products and globalization that spread out the healthy lifestyle.

In Malaysia, spa is becoming one of the revenues for the national economy with the rising consciousness of healthy lifestyle along with the trend of spa and wellness services. Muslim Friendly Spa (MFS) is one of the spas concept that provides spa services and product that complies to the Shari'ah law. There are several important characteristics of MFS that can be the key attractions in the community which are facilities, equipment and spa operation (Islamic Consumer Goods, 2008). As an Islamic country, Malaysia is sharing a common Islamic culture and practice with Muslim travellers who feel safer in terms of security, and religious rules including in spa services.

The wellness phenomenon has sparked concerns among Muslim consumers on issues related to spa services and products offered whether it is Halal in nature or permitted in Islam. Hence, relevant authority such as the Malaysian Islamic Development Department (JAKIM) is urged to develop comprehensive guidelines for Muslim friendly spas in country. There has been a growing interest in the Malaysian spa sector regarding the Muslim friendly spa concept or familiarly known with the term 'Muslimah spa'. This concept is predicted to become more popular as it is listed as the top 10 spa and wellness trends for the year 2015 (Othman et al., 2015).

The halal concept should be commercialised to the public either Muslim or non-Muslim to attract more people patronizing the Muslim friendly spa. There have been a lot of misconception and misperception spread on the mass media manipulating cases of adultery occurring in some Muslim friendly spas. This is why Muslim friendly spa should correct the misinformation by providing beauty and hygiene facilities and services in line with Islamic teachings. The tenacity of this quantitative study was to determine the attitudes, subjective norms, and perceived behavioral control beliefs that influenced participation in in visiting Muslim friendly spa.

Theoretical Framework

According to LaMorte, (2019), the Theory of Planned Behaviour (TPB) started as the Theory of Reasoned Action in 1980 to anticipate an individual's intention to perform a behaviour at a particular time and place. TPB has the power to predict one's behavioural intentions. The model from this theory can be influenced by external factors to make the theory suitable and developed (Karim, Ahmad, & Zainol, 2014). This theory aims to explain all behaviours in which individuals have the ability to exercise self-control (LaMorte, 2019). It also a model used to address individual motivational factors within unique contexts to explain the overall execution of a specific behaviour (Raygor, 2016). As illustrated in Figure 1, according to the TPB, three factors influence behaviour: perceived consequences of altering conduct (attitude), perceived expectations of others (subjective norm), and perceived facilitators or barriers to change (perceived behavioural control).

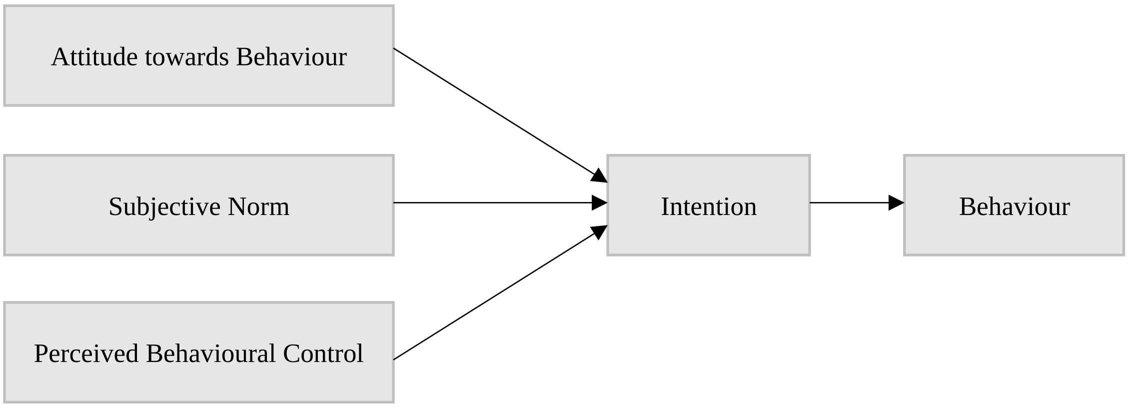


Figure 1: The Theory of Planned Behavoiur

Attitude

Attitude refers to a person's overall evaluation of a behaviour as positive or negative based on belief in the behaviour and the effect of that behaviour on whether it is good or bad (Sharma et. al, 2013). Attitude is an assessment of specific behaviours that involve objects of attitude, such as buying a product, product selection and acceptance of a product or service (Malebana, 2014). The tendency to respond well or badly to certain behaviours. In Green Hotel cases, customers can stay in green hotels because they have healthy eco-friendly guest rooms (or amenities), clean food, healthy food, and more socially responsible (Laura Fredericks, 2020). When deciding on a particular behaviour, a person will likely evaluate the benefits and costs that may come from such behaviour (Sharma et. al, 2013).

Subjective Norms

According to LaMorte (2019), subjective norms refer to the belief that many individuals agree or disagree with that behaviour. Besides, it is someone who has a normative belief in what is important to be thought of by others must be done, and the extent to which one is motivated to adhere to what one thinks (Kim, Kim, Huh, & Knutson, 2010). It is also related to someone's belief that their peers and those who are important to them should be involved in the behaviour (LaMorte, 2019). It also defines social factors that refer to a person's perception of the social pressure they receive from the people they consider important in their lives, whether or not they do something about it (Ojasalo, 2001). This means that subjective norms of an individual depend on his or her perception about the thoughts of significant others (e.g. family members, friends, colleague, and the immediate supervisor) on their performed behaviour (Vermeulen et al., 2011).

Perceived Behavioural Control

Perceived Behavioural Control refers to a person's perception of convenience or difficulty in the behaviour of interest (LaMorte, 2019). These differ between situations and actions, which results in individuals having different perceptions of the situation-dependent behaviour (LaMorte, 2019). Then, perceived behavioural control is a perception that is difficult or easy for someone to do something (Ajzen, 1991). In the case of hospitality and tourism, it will identify some barriers to participate in leisure activities due to problems of time, money or family life cycle (Smith & Puczkó, 2014).

Results

The Role of Attitude in Influencing Muslim Friendly Spa Visit

Table 1 shows the descriptive analysis for attitude and intention to patronize Muslim friendly spa among communities in Kota Bharu, Kelantan. The total mean of attitude and intention to patronize Muslim friendly spa was 4.324 with the standard deviation of 0.490.

Table 1: Descriptive Analysis for Attitude

Item	Frequency					Mean	Std. Deviation
	Strongly Disagree n (%)	Disagree n (%)	Neutral n (%)	Agree n (%)	Strongly Agree n (%)		
I prefer spas that used halal products in their treatments	**4 (1%)**	**1 (0.3%)**	**10 (2.6%)**	**50 (13%)**	**319 (83.1%)**	**4.77**	**0.610**
I am sure to consume halal products rather than non-halal products at Muslim friendly spa	**2 (0.5%)**	**2 (0.5%)**	**13 (3.4%)**	**51 (13.3%**	**316 (82.3)**	**4.76**	**0.586**
I am sure Muslim friendly spa uses clean and safe products	**2 (0.5%)**	**1 (0.3%)**	**20 (5.2)**	**96 (25%)**	**265 (69%)**	**4.62**	**0.648**

Going to Muslim friendly spa will make me feel safer	**3 (0.8%)**	**1 (0.3%)**	**18 (4.7%)**	**90 (23.4%)**	**292 (70.8%)**	**4.63**	**0.661**
I am sure that Muslim friendly spa can protect the privacy of individuals	**2 (0.5%)**	**(0.8%)**	**18 (14.7%)**	**76 (19.8%)**	**285 (74.2%)**	**4.66**	**0.654**
I think that Halal product and services in Muslim friendly spa is better than ordinary spa	**2 (0.5%)**	**4 (1%)**	**58 (15.1%)**	**92 (24%)**	**228 (59.4%)**	**4.41**	**0.819**
I think that Muslim friendly spa is not that secure than normal spa	**144 (37.5%)**	**9 (23.7%)**	**56 (14.6%)**	**31 (8.1%)**	**62 (16.1%)**	**2.42**	**1.459**

There were 319 respondents who choose strongly agree to the question “I prefer spas that used halal products in their treatments” with mean score was 4.77 (SD=0.610). This shows that, most respondents were concerned about the use of halal product used by the spa. This is consistent with the previous study done by Musa (2014) among young adult urban Muslim women, that ingredient was a major factor in the use of halal cosmetic products. Muslim consumers must observe the principles of halal and haram in using or buying product. According to the previous study, the increasing awareness among Muslim consumers globally was about the ingredients of cosmetic and personal care product, the concerned of Halalness and its safety (Swidi, Cheng, Hassan, Al-Hosam, & Mohd Kassim, 2010).

Meanwhile, the lowest mean score was 2.42 (SD=1.459), which is “I think that Muslim Friendly spa is not secure than normal spa” with 144 respondents rated the strongly disagree to the item. This shows that, most respondents agree that Muslim friendly spa was more secure as compared to the normal spa. According to previous study by Dusuki & Bouheraoua (2011), the objective of Islamic law is to serve the interests of human kind and to protect human from harm. Rashidi Othman et al. (2018) revealed that, Muslim friendly spa is concerned about the principles of Islamic built environments being integrated into the design and services of spas to maintain the privacy and safety of customers. This shown that the Muslim friendly spa provides a safe environment for the clients and always maintain the safety of the client’s awrah that needs to be covered from other gender.
The Role of Subjective Norms in Influencing Muslim Friendly Spa Visit

Table 2 shows the descriptive analysis for subjective norms and intention to patronize Muslim friendly spa among communities in Kota Bharu, Kelantan. The total mean of subjective norms and intention to patronize Muslim friendly spa was 4.45 with a standard deviation of 0.606.

Table 2: Descriptive Analysis for Subjective Norms

Item	Strongly Disagree n (%)	Disagree n (%)	Neutral n (%)	Agree n (%)	Strongly Agree n (%)	Mean	Std. Deviation
I'm sure the closest (family & friends) will choose to do treatments at Muslim friendly spa	0 (0%)	2 (0.5%)	32 (8.3%)	118 (30.7%)	232 (60.4%)	4.51	0.670
People can influence me to visit Muslim friendly spa	6 (1.6%)	3 (0.8)	27 (7%)	123 (32%)	225 (58.6%)	4.45	0.790
The closest people (family & friends) prefer Muslim friendly spa because they used halal products	2 (0.5%)	3 (0.8%)	2 (6.5%)	102 (26.6%)	252 (65.6%)	4.35	0.915
I think Muslim friendly spa is better than other spas	9 (2.3%)	3 (0.8%)	25 (6.5%)	10 (26.3%)	219 (57%)	4.56	0.698
My family will emphasize to me the benefits of going to Muslim friendly spa	4 (1%)	10 (2.6%)	43 (11.2)	167 (27.9%)	220 (57.2%)	4.38	0.861
I think Muslim friendly spa is more comfortable than other spas	2 (0.5%)	4 (1%)	32 (8.3%)	109 (28.4%)	237 (61.7%)	4.50	0.737
I'm sure that my family and friend will go to Muslim friendly spa regularly	2 (0.5%)	5 (1.3%)	44 (11.5%)	122 (31.8%)	212 (55.2%)	4.40	0.762

Result shows that there were 219 respondents who choose strongly agree to the question of "I think Muslim friendly spa is better than other spas" with the highest mean score was 4.56 (SD=0.698). This shows that, most respondents believed Muslim friendly spa was better than other spas. This is might be because of Muslim friendly spa totally complies with Shari'ah guidelines and rules. Based on previous study by Yaman et al. (2012), Islamic spa practice standards outlined the guide and attraction of Islamic spa concept that is to give treatment and services by segregating the genders. Most women are looking for a Muslim friendly spa to beautify themselves while at the same time able to cover their awrah. Muslim women need to cover their awrah even in front of the non-Muslim woman and this causes a lot of Muslim friendly spa demand among Muslim women.

Meanwhile, there were 252 respondents who choose strongly agree to the item of "the closest people (family & friends) prefer Muslim friendly spa because they used halal products" with the lowest mean was 4.35 (SD=0.915). According to Rahim and Junos, (2012), the purchase of halal product has become a habit for Muslim consumers because of Islamic law has stipulated that Muslims need to consume Halal products. This proves that people would definitely use Muslim friendly spa because Muslim friendly spa follows Shari'ah. In a previous study by Hong, Sun, Beg, & Zhou, (2019), individual tended to had higher confidence towards the particular product if it was recommended by friends and family. In addition, previous empirical studies by Khalek (2014), have shown that family and friend's social impact had an impact on buying intentions.

The Role of Perceived Behavioural Control in Influencing Muslim Friendly Spa Visit

Table 3 shows descriptive analysis for perceived behavioural control. The total mean of perceived behavioural control and intention to patronize Muslim friendly spa was 4.02 with the standard deviation of 0.679.

Table 3: Descriptive Analysis for Perceived Behavioural Control

Item	Frequency						
	Strongly Disagree n (%)	Disagree n (%)	Neutral n (%)	Agree n (%)	Strongly Agree n (%)	Mean	Std. Deviation
I will always be able to find a Muslim friendly spa	0 (0%)	18 (14.7%)	74 (19.3%)	118 (30.7%)	174 (45.3%)	4.17	0.899
There are many choices of Muslim friendly spa close to my house	17 (4.4%)	67 (17.4%)	113 (29.4%)	90 (23.4%)	97 (25.3%)	3.48	1.172
Prices at Muslim friendly spa are affordable and reasonable	0 (0%)	11 (2.9%)	110 (28.6%)	148 (38.5%)	115 (29.9%)	3.96	0.837
Most people like to go to Muslim friendly spa at least once per month	8 (2.1%)	24 (6.3%)	108 (28.1%)	123 (32%)	121 (31.5%)	3.85	1.006
I am confident to repeat going to a Muslim friendly spa	1 (0.3%)	3 (0.8%)	64 (16.7%)	127 (33.1%)	189 (49.2%)	4.30	0.790
I think Muslim friendly spa can meet the customers expectation standard	0 (0%)	3 (0.8%)	44 (11.5%)	141 (36.7%)	196 (51%)	4.39	0.716

There were 196 respondents who choose strongly agree to the question "I think Muslim friendly spa can meet the customers expectation standard well" with the highest mean was 4.39 (SD=0.716). As stated in the previous study by Wingett & Turnbull (2017), there were customer expectations about halal holidays which are protecting children from alcohol and bad behaviour; women-only facilities; not being exposed to haram; dress codes; Muslim-friendly facilities and food. The services provided to customers also need to focus on them and be able to satisfy them as well (Ojasalo, 2001). According to Parasuraman et al (1991), it was stated that in determining customer satisfaction and quality of service, expectations are seen as the main measure.

Meanwhile, the lowest mean was 3.48 (SD=1.172) which is "There are many choices of Muslim friendly spa close to my house" with the 113 respondents rated neutral to the item. This indicates that most of respondents experienced ambivalence and not sure if there are many choices of Muslim friendly spa close to their residency area. In Kelantan, there are many Muslimah spas that are characterized by the concept of Islam nevertheless the spa is not listed on the official website of the Ministry of Tourism, Art and Culture Malaysia (Ministry of Tourism, 2020). The location of the spa should be strategic and the signboard of the spa should be clear from the public. Unclear location and signboard problems cause people to be unaware of the existence of spas near their homes. As stated by Bodeker (2008), location is the most important aspect in any venture to attract more customers. If the location of business is wrong then it will fail no matter how appealing and attractive a spa concept is conceived and delivered.

Conclusion

Collectively, this paper provides a basic understanding of the need of Muslim friendly spa, which will then drive the auxiliary information on the development of Islamic wellness tourism. Attitude is an assessment of specific behaviors that involve objects of attitude, such as buying, selection, and acceptance of Muslim friendly spa products and services. To abide by the subjective norms; Muslim friendly spa does not accept any customer's requests that are contrary to the teachings of Islam. Perceived behavioral control has a significant correlation between intention and satisfaction, because, in collectivistic cultures such as Muslim culture, people tend to consider themselves dependent on their group who only go to Muslim friendly spa.

Funding

This work was supported by the Ministry of Higher Education Malaysia under Fundamental Research Grant Scheme for Research Acculturation of Early Career Researcher (FRGS-RACER), R/FRGS/A1100/01416A/002/2019/00676

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50*(2), 179-211.

Bodeker, M.C.A.G. (2008). *Understanding the Global Spa Industry: Spa Management*. London: Routledge.

Dusuki, A.W. & Bouheraoua, S. (2011). The framework of Maqasid al-Shari'ah and its implication for Islamic finance. *Islam and Civilisational Renewal ICR Journal, 2*(2).

Halim, S. & Mohd Hatta, F. (2017). Shari'ah Compliant Spa Practices in Malaysia. *Malaysian Journal of Consumer and Family Economics*.

Hong, M., Sun, S., Beg, A.B.M.R., & Zhou, Z. (2019). Determinants of halal purchasing behaviour: evidences from China. *Journal of Islamic Marketing, 10*(2), 410-425.

Karim, M., Ahmad, R., & Zainol, N. (2014). Hotel Managers" Intention towards Implement Islamic Quality Standard for Hotels in Malaysia: A Conceptual Paper.

Khalek, A.A. (2014). Young consumers' attitude towards halal food outlets and JAKIM's halal certification in Malaysia. *Procedia-Social and Behavioral Sciences, 121*(1), 26-34.

Kim, S.H., Kim, S., Huh, C., & Knutson, B. (2010). A predictive model of behavioral intention to spa visiting: an extended theory of planned behavior

LaMorte, W.W. (2019). Boston University School of Public Health: Behavioral Change Models.

Malebana, J. (2014). Entrepreneurial intentions of South African rural university students: A test of the theory of planned behaviour. Journal of Economics and behavioral studies, 6(2), 130-143.

Ministry of Tourism. (2020). Rated Spa Centre. Retrieved from http://www.motac.gov.my/en/check/spa

Musa, R. (2014). Factors influencing attitude towards halal cosmetic among young adult Urban Muslim women: A focus group analysis. *Procedia-Social and Behavioral Sciences, 130*, 129-134.

Ojasalo, J. (2001). Managing customer expectations in professional services. *Managing service quality: An international Journal*.

Ojasalo, J. (2001). Managing customer expectations in professional services. *Managing service quality: An international Journal*.

Othman, R., Halim, S. F. A. A., Hashim, K.S.H.Y., Baharuddin, Z. M., & Mahamod, L.H. (2015). The Emergence of Islamic Spa Concept. *Advanced Science Letters, 21*(6), 1750-1753.

Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Understanding customer expectations of service. *Sloan management review, 32*(3), 39-48.

Rahim, N.A., & Junos, S. (2012). The halal product acceptance model for the religious society. *Business and Management Quarterly Review, 3*(1), 17-25

Rashidi Othman, N.F.M.N., Ahmad, N., Manan, N.A., Yun Hashim,K.S.H, Mahamod, L.H., Fadzillah, N.A. (2018). Study On Spa Typologies, Spatial Organisation And Social Interaction In Accordance With Islamic Built Environment Attributes. *Journal of Architecture, Planning & Construction Management, 8*(2).

Raygor, A. D. (2016). The theory of planned behavior: Understanding consumer intentions to purchase local food in Iowa. Retrieved from http://sphweb.bumc.bu.edu/otlt/MPHModules/SB/BehavioralChangeTheories/BehavioralChangeTheories3.html

Sharma, A., Bhola, S., Malyan, S., & Patni, N. (2013). Impact of brand loyalty on buying behavior of women consumers for beauty care products-Delhi region. Global Journal of Management and Business Studies, 3(7), 817-824.

Smith, M., & Puczkó, L. (2014). Health, tourism and hospitality: Spas, wellness and medical travel: Routledge

Swidi, A., Cheng, W., Hassan, M.G., Al-Hosam, A., & Mohd Kassim, A.W. (2010). *The mainstream cosmetics industry in Malaysia and the emergence, growth, and prospects of halal cosmetics*: College of Law, Government and International Studies, Universiti Utara Malaysia.

Wingett, F., & Turnbull, S. (2017). Halal holidays: exploring expectations of Muslim-friendly holidays. *Journal of Islamic Marketing, 8*(4), 642-655.

Yaman, R., Alias, Z., & Ishak, N.M. (2012). Beauty treatment and spa design from Islamic perspective. Procedia-Social and Behavioral Sciences, 50, 4

A CONCEPTUAL FRAMEWORK FOR MUSLIMS INTENTION TO USE ONLINE ZAKAT PAYMENT

Nur Farahiah Azmi[1] Siti Rohana Mohammad[2] Siti Afiqah Zainuddin[3] Siti Salwani Abdullah[4] Siti Nurul Shuhada Deraman[5]

Abstract*: The advancement of the online zakat payment system has resulted in high-quality information that can benefit a wide range of users, including businesses, banks, individuals, institutions, associations, and statutory bodies. Therefore, the main purpose of this paper is to propose a conceptual framework for the study on Muslims intention of online zakat payment. Based on the review of the past studies, this paper suggests and justifies the applicability of the Technology Acceptance Model in examining the factors that influence the Muslims intention to use the online zakat payment. This conceptual study reviews three main independent variables, namely perceived usefulness, perceived ease of use, and privacy and security as suitable variables for the study. The study will be useful to Zakat institutions in improving and maintain their existing zakat payers, and other relevant stakeholders will able to strategize in accordance with their respective assignments towards the development of the online zakat system.*

Keywords*: Conceptual paper, online zakat payment, perceived usefulness, perceived ease of use, perceived privacy and security and Technology Acceptance Model.*

Introduction

Zakat is one of the pillars in Islam and it is indicated as a financial form of Ibadah for Muslims. Additionally, the importance of the zakat in Islam can be seen in Quran and Hadith which has mentioned repeatedly in both sources (Owoyemi, 2020). Nowadays, the management of zakat has undergone numerous changes and improvements over the years. According to Kaslam (2009), the objective of enhancing the system of zakat services is to make the delivery of zakat services easier, to decrease the layers of zakat procedures and management practises, and also to provide information for people or businesses. The online zakat system is a significant technological advancement that will increase the efficiency of zakat institutions in collecting and distributing the zakat funds. The method was created to make it simpler for Zakah payers to fulfil their responsibilities without having to search for the zakah collector (Amil).

According to Ahmad et al. (2014), online zakat refers to a system that provides zakat payers with a one-stop platform for updating zakat information, calculating the amount for zakat and keeping track of their zakat payment. Similarly, Mahri, Nuryahya, and Nurasyiah (2019) stated that online zakat is a digital payment procedure in which the zakat payer does not have to meet the zakat collector personally for zakat payment. Through the online zakat system, the zakat payer just has to register before completing his or her zakat payment. The payment method is more convenient, and it is anticipated to encourage wealthy individuals to pay zakat more enthusiastically. As a result, the amount of zakat collections (Ahmad, Roslin & Nazrin, 2021) will increase thus, these zakat collections will be able to alleviate poverty (Kasri & Yuniar, 2021).

The use of the Technology Acceptance Model (TAM) is proposed in this paper to examine the Muslims intention to use online zakat payment. This theory applied the psychological factors to computer adoption and information system. The intention is often utilised to comprehend the impact of ideas and attitudes on real behaviour. A person's attitude can be either positive or bad. According to Ting, Yacob, Liew, and Lau (2015), positive beliefs and attitudes lead to good behaviour and intentions. This implies that an individual's beliefs and attitudes influence their willingness to adopt new technology, such as an online system. The majority of the past research on Muslims intention on online zakat usage focused on the Unified Theory of Acceptance and Use of Technology (Kasri &Yuniar, 2021; Ahmad et al., 2014) In this respect, this paper answer a call to conduct a thorough examination towards the Muslims intentions to use online zakat payment system by utilising TAM.

The remainder of this paper is organised as follows. The second section provides an overview of TAM and the development of hypotheses for the study. The third section presents a conceptual framework for the study. The final section then concludes the study.

Literature review

The technology acceptance model (TAM)

TAM was introduced by Fred Davis in 1986. TAM has been directly adopted in research and is considered as an established model in understanding technology acceptance (Gefen, Karahanna & Straub, 2003; Lou & Strong, 2000). The technology acceptance model (TAM) was also applied in several previous studies. TAM highlights the persons' attitudes toward the use of a particular technology are influenced by perceived usefulness and perceived ease of use, while attitude and perceived usefulness predict individuals' behavioural intention to use the technology. Because perceived ease of use can indirectly affect technology acceptance through perceived utility, and behavioural intention is linked to later adoption behaviour, perceived usefulness is also influenced by perceived ease of use. Finally, it is believed that behavioural intentions to use an information system will result in actual use.

Previous studies and hypotheses development

The first factor that influences the Muslims intention to use the zakat payment online is perceived usefulness. It is a concept that first time introduced in the information system field by Davis in 1989. According to Davis (1989), the degree of the perceived usefulness refers to people who believe or tend to use certain technology or not to use it because they believe using a particular system would enhance their job performance. Many authors believed that perceived usefulness effect the users' attitude to use the online zakat system (Jamaludin, Abd Wahab & Hamed, 2017; Bakar, Amin & Noor, 2016). This is because users prefer to utilise the system since the usage is perceived to be useful.

Ahmad et al., (2021) surveyed 300 Muslim respondents in Selangor and found that the perceived usefulness has the highest coefficient with the Muslim intention to use zakat payment online (r=0.649) compared to the other variables. The findings of the study stressed that the Muslim respondents willing to use the online zakat payment since the system is useful to them. Another study by Bakar et al. (2016) stated that 44.3 per cent of respondents strongly agreed that receiving zakat information via social media is more convenient. The findings demonstrate that perceived usefulness has a large and favourable impact on the desire to utilise new media. Both studies showed a relationship between perceived usefulness and Muslims intention to use online zakat payment. The following hypothesis is developed:
H1: A significant relationship exists between perceived usefulness and Muslims intention to use the online zakat payment.

Next is perceived ease to use. Perceived ease of use is defined as the perception of individuals using the new technology with effortlessness (Davis, 1989). It refers to the idea that if an individual believing a system can be useful then he or she will provide positive feedback on the system so it will use it, but if the individual does not believe a system can be useful so he or she is reluctant to use it. Kasri and Yuniar (2020) examined the factors that influence the intention to use the online platforms in paying zakat in Indonesia by extending the unified theory of acceptance and use of technology. One of the significant variables tested is effort expectancy which refers also referred to as the ease of use of the technology. The online surveys of 223 Indonesian Muslims indicated that ease of use significantly affects the intention to use the online platform to pay the zakat in Indonesia. This explained that ease of use is one of the important variables for the early stages of new technology adoption for the zakat payment online system in Indonesia. Simmilarly, Jamaludin et al., (2017) also found that perceived ease of use has a significant positive impact on online zakat usage. The correlation analysis showed a result of 0.66 of perceived ease of use and online zakat usage. Therefore, the following hypothesis is proposed:
H2: A significant relationship exists between perceived ease of use and Muslims intention to use the online zakat payment.

Finally, perceived security and privacy are extremely crucial, according to Alwan and Al-Zubi (2016), as an online payment system is believed to be highly safe, the user of that technology will feel confident and comfortable utilising it. As a result, any company must provide high-security procedures to avoid data leakage, which could lead to fraud and other undesirable outcomes. Users are more likely to use online services if they are free of security and privacy risks. Therefore, Wiharjo and Hendratmi (2019) stated that privacy issues such as breaches of consumer's privacy may affect the consumers' confidence to use the online system. Jamaludin et al., (2017) also found that the correlation analysis of security and privacy on online zakat usage is 0.68. Furthermore, studies by Lin, Wang, and Hung (2020), and Vejacka and Stofa (2017) found a direct and significant relationship between security and privacy and online banking system adoption. Hence, this leads to the following hypothesis:
H3: A significant relationship exists between perceived privacy and security towards Muslims intention to use the online zakat payment..

Conceptual framework

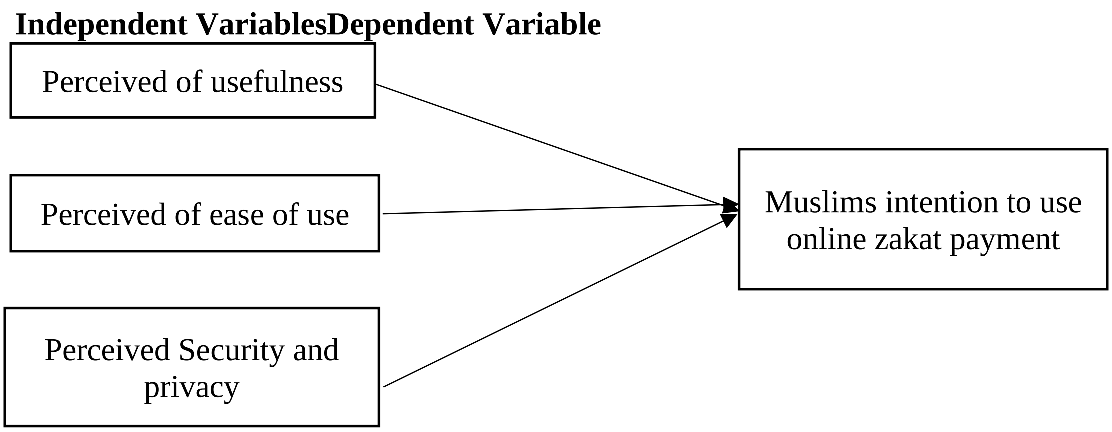


Figure 1: Proposed framework for this study

Conclusions

Based on the literature that has been done regarding the usage of online system studies, this paper suggests and justifies the applicability of TAM in examining the Muslims' intention to use online zakat payment. Based on evaluation of the fitness of three proposed independent variables with extensive literature review in zakat matters as well as other contexts, this current research tries to provide a detailed understanding of the factors influencing the Muslims intention to use online zakat payment. The zakat institutions are supposed to offer flexibility for the users as well as able to to create a strong customer base. The study also expected to contribute to the improvement towards the management of zakat institutions in its zakat collection through the implementation of an effective online zakat system. Hence, it is highly recommended for future studies to investigate the factors that influence the Muslims intention to use online zakat payment.

References

Ahmad, N., Roslin, R. I., & Nazrin, N. F. S. (2021). Analysing the drivers affecting the intention to use online zakat payment among Muslim in Shah Alam, Selangor. *International Journal of Islamic Business, 6*(1), 32-48.

Ahmad, N. N., Tarmidi, M., Ridzwan, I. U., Hamid, M. A., & Roni, R. A. (2014). The application of unified theory of acceptance and use of technology (UTAUT) for predicting the usage of e-zakat online system. *International journal of science and research (IJSR), 3*(4), 63-70.

Alwan, H. A., & Al-Zubi, A. I. (2016). Determinants of internet banking adoption among customers of commercial banks: an empirical study in the Jordanian banking sector.*International journal of business and management, 11*(3), 95.

Bakar, N.A., Amin, N.A.M. & Noor, A.H.M. (2016). Effects of new media on religious practices: A cases study on zakat institutions in Malaysia. Paper presented at the 3rd International Conference on Education and Social Sciences, Istanbul, Turkey.

Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, *13*(3), 319-340.

Jamaludin, N., Wahab, N., & Hamed, A. (2017). Muslim Perception on Online Zakat Usage in Kuala Lumpur. JMFIR 14(1), 55-71.

Kaslam, S. (2009). Governing zakat as a social institution: The Malaysian perspective. *Social and Management Research Journal, 6*(1), 15-32.

Kasri, R. A., & Yuniar, A. M. (2021). Determinants of Digital Zakat Payments: Lesson from
Indonesian Experience. Journal of Islamic Accounting and Business Research, In-press. https://doi.org/10.1108/JIABR-08-2020-0258.

Lin, W.R., Wang, Y.-H. and Hung, Y.-M., (2020). Analyzing the factors influencing adoption intention of internet banking: applying DEMATEL-ANP-SEM approach. *PLoS One, 15(*2*)*, pp. 1-25

W. L. H. Lou, D. Strong, (2000). Perceived critical mass effect on groupware acceptance. *European Journal of Information Systems, 9*, pp. 91-103.

Gefen, D., Karahanna, E. and Straub, D.W. (2003), "Trust and TAM in online shopping: an integrated model", *MIS Quarterly: Management Information Systems, 27*(1), pp. 51-90.

Mahri, A. J.W., Nuryahya, E.,& Nurasyiah, A. (2019). Influencing factors of muzaki use and receive zakat payment platform. In International Conference of Zakat (pp.203–215).

Owoyemi, M. Y. (2020). Zakat management: The crisis of confidence in zakat agencies and the legality of giving zakat directly to the poor. *Journal of Islamic Accounting and Business Research*, *11*(2), 498-510.

Ting, H., Yacob, Y., Liew, L., & Lau, W. M. (2016). Intention to use mobile payment system:a case of developing market by ethnicity. *Procedia-Social and Behavioral Sciences, 224*, 368-375.

Vejacka, M. & Stofa, T. (2017). Influence of security and trust on electronic banking adoption in Slovakia. *Ekonomie a Management, 20(4)*, 135-150.

Wiharjo, B., & Hendratmi, A. (2019). Persepsi kegunaan, kemudahan penggunaan, keamanan dan privasi serta kepercayaan dalam penggunaan zakat online: dengan pendekatan TAM. *Jurnal Ekonomi Syariah Teori dan Terapan*, *6*(2), 331-343.

Proceeding: 1st International Conference on
Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

CADANGAN PEMERKASAAN KEMUDAHAN JETI AWAM PULAU GAYA SEBAGAI DESTINASI PELANCONGAN PULAU DALAM BANDAR: SATU PENEMUAN

The Proposal Towards Empowering of Public Jetty Facilities of Pulau Gaya As A Island Tourism Destination in The City: A Discovery

Nor-Ina Binti Kanyo[1 *] ,Ahmad Tarmizi Abdul Rahman[2], Jabil Mapjabil[1], Rosazman Hussin[1], Teuku Afrizal Teuku Anuar[3], Norhuda Salleh[2], Rosdiana Betare[4]

[1] Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah
[2] Fakulti Sains Sosial dan Kemanusiaan, Universiti Malaysia Sabah
[3] Researcher SDGs Center, Universitas Diponegoro Semarang
[4] Pelajar Sarjana (Geografi) & Pembantu Penyelidik Geran Penyelidikan
[*] Corresponding author.
E-mail address: norina@ums.edu.my; norina03@gmail.com

Abstrak: *Aspek kemudahan dan keselamatan suatu pusat pelancongan adalah salah satu daya tarikan utama pusat pelancongan. Dalam penelitian pemerkasaan Pulau Gaya sebagai destinasi pelancongan Pulau dalam bandar, penyediaan kemudahan sebagai fasiliti sokongan di jeti awam adalah penting untuk kegunaan pengguna jeti samada penduduk Pulau Gaya yang merupakan pengguna utama jeti awam atau pelancong yang ingin melancong ke Pulau Gaya. Tambahan lagi, jeti awam Pulau Gaya merupakan jeti yang menjadi laluan utama dan salah satunya alternatif untuk penduduk Pulau Gaya berulang alik ke tanah besar Kota Kinabalu. Dengan adanya keselesaan dan kelengkapan kemudahan di jeti awam Pulau Gaya sudah tentunya "mood" pelancong untuk memulakan aktiviti pelancongan dapat berjalan dengan lancar. Tujuan utama penulisan artikel ini adalah untuk menilai cadangan kemudahan jeti awam Pulau Gaya bagi pemerkasaan Pulau Gaya sebagai destinasi pelancongan pulau dalam bandar. Kerelevanan pemerkasaan Pulau Gaya sebagai destinasi pelancongan Pulau dalam bandar kerana kedudukan pulau Gaya berada di destinasi transit sebelum mengembara ke pulau-pulau lain yang berdekatan dan sangat hampir dengan bandaraya Kota Kinabalu. Pengedaran borang soal selidik telah dijalankan dan mendapati bahawa hasil analisis frequensi dan Jadual Silang/ Crosstabulation (SPSS) menunjukkan bahawa semua responden yang terdiri daripada enam kampung di Pulau Gaya bersetuju terhadap cadangan untuk menaiktaraf kemudahan Jeti Awam, Pulau Gaya bagi meningkatkan kepuasan, di samping memperkasa Pulau Gaya sebagai destinasi pelancongan pada masa akan datang. Terdapat 18 cadangan kemudahan dan keselamatan bagi meningkatkan fasiliti di Jeti Awam Pulau Gaya bagi pemerkasaan Pulau Gaya sebagai destinasi pelancongan pulau dalam bandar. Dengan adanya penyediaan kemudahan yang baik, selesa dan mematuhi ciri keselamatan, pastinya dapat membantu masyarakat meningkatkan kesejahteraan hidup dari aspek sosial dan sebagainya.*

***Kata Kunci**: Cadangan, Pemerkasaan, Kemudahan, Jeti Awam, Pelancongan, Pulau Gaya.*

Abstract *The aspect of facilities and security of a tourist centre is one of the main attractions of the tourist centre. In the study of the empowerment of Pulau Gaya as a tourist destination in the city, the providing of facilities as a support facility at public jetty is important to the use of jetty users whether residents of Pulau Gaya who are the main users of public jetty or tourists who want to travel to Pulau Gaya. In addition, the Pulau Gaya public jetty is a major jetty that is the main route and one of the alternatives for the residents of Pulau Gaya commute to the mainland Kota Kinabalu. With the comfort and convenience of the facilities at the Pulau Gaya public jetty, the tourists' mood is definitely a "mood" of tourists to start tourism activities can run smoothly. The main purpose of writing this article is to evaluate the proposed Pulau Gaya public jetty facilities for the empowerment of Pulau Gaya as an island tourist destination in the city. The relevance of the empowerment of Pulau Gaya as a tourist destination in the city is due to the position of Gaya Island is in a transit destination before traveling to other nearby islands and very close to the city of Kota Kinabalu. The distribution of questionnaires was conducted and found that the results of the frequency analysis and Crosstabulation Table (SPSS) showed that all respondents consisting of six villages in Pulau Gaya agreed to the proposals to upgrade the public jetty facility of Pulau Gaya to enhance satisfaction, while empowering Pulau Gaya as a tourist destination in the future. There are 18 proposed facilities and security to improve facilities at Pulau Gaya Public Jetty for the empowerment of Pulau Gaya as an island tourism destination in the city. With the provision of good facilities, comfortable and adhere to safety features, it can definitely help the community to improve the well-being of life from the social aspect and so on.*

Keywords: *The Proposal, Empowering, Facilities, Public Jetty, Tourism, Pulau Gaya*

Pengenalan

Pada tahun 2011, menurut Menteri Pelancongan, Dato' Sri Dr. Ng Yen Yen mengatakan bahawa insdustri pelancongan merupakan salah satu bidang utama dalam Ekonomi Utama Negara (NKEA) dimana insdustri ini telah menyumbang kepada pendapatan terbesar negara iaitu dengan nilai Pendapatan Negara Kasar (GNI) sebanyak USD 12.3 bilion dan berada ditangga ke 3 dalam kadar tukaran wang asing (Norlida et. al, 2011). Negara Malaysia juga telah diiktiraf di peringkat global dimana menjadikan Malaysia sebagai destinasi pelancongan utama dengan kedudukan tangga ke-9 dari segi bilangan ketibaan pelancong dan 15 antara teratas dari segi pendapatan daripada industri pelancongan (tourist receipts) pada tahun 2011 (UNWTO, 2011). Pada masa itu, negara Malaysia telah menerima 24.7 juta orang pelancong dari seluruh dunia dengan jumlah pendapatan pelancongan sebanyak RM58.3 bilion yang telah mewujudkan lebih banyak peluang pekerjaan dan perniagaan serta meningkatkan pendapatan negara. Pada tahun 2016, sekali lagi sektor pelancongan negara Malaysia menjadi penyumbang ekonomi ketiga tertinggi yang juga telah memberi sumbangan ketara kepada pendapatan negara kasar (PNK) sejak pengenalan Program Transformasi Negara (NTP). Menurut Menteri Pelancongan dan Kebudayaan Datuk Seri Nazri Abdul Aziz berkata meskipun bajet yang diperuntukkan kepada kementerian dikurangkan tetapi pada tahun 2016 jumlah kedatangan pelancong ke Malaysia setakat Jun merekodkan peningkatan sebanyak 3.7 peratus kepada 13.03 juta orang berbanding tempoh sama 12.56 juta yang direkodkan tahun lepas. Malah ini dapat dibuktikan apabila Malaysia dan Queenstown di New Zealand telah muncul sebagai pemenang anugerah pelancongan World Travel Awards Asia dan Australasia.

Selain pelancongan peringkat antarabangsa, pelancongan peringkat domestik juga hendaklah memainkan peranan penting kerana kebanyakkan pelancongan bersifat domestik adalah pelancongan yang baru membangun dan hendaklah dipromosikan kepada rakyat tempatan agar melancong di dalam negeri sendiri supaya dapat membantu kepada kemajuan pembangunan pelancongan. Hal ini demikian kerana sektor pelancongan domestik juga merupakan sektor yang mengalami pertumbuhan pesat dimana pelancongan domestik ini boleh merangsang penggunaan swasta, mengurangkan aliran keluar tukaran asing serta menanam rasa cintakan alam semula jadi di Malaysia. Dalam pada itu, pelancongan domestik yang kukuh dan pesat juga dapat mengurangkan naik turun jumlah ketibaan pelancong akibat kesan luaran seperti bencana alam, wabak penyakit dan ancaman keselamatan (Norlida Hanim et al.2011). Kota Kinabalu merupakan salah satu daerah dalam negeri Sabah yang menerima kunjungan pelancongan berasaskan pulau. Keindahan dan dan keunikan pulau yang dimiliki oleh negeri Sabah menjadikan sektor pelancongan ini juga pesat dibangunkan di negeri ini. Pulau Gaya merupakan salah satu pulau yang baru dibangunkan kepada pelancongan bersifat pulau dimana pada asalnya pulau ini merupakan destinasi transit pelancong sebelum mengembara ke pulau-pulau lain seperti Pulau Sapi, Pulau Manukan dan Pulau Tiga yang sememangnya destinasi pelancongan ini sudah terkenal di sekitar Kota Kinabalu. Walaupun sektor pelancongan di kawasan ini baru dibangunkan, namun penerimaan pelancong peringkat antarabangsa juga berlaku di pulau-pulau sekitar kota Kinabalu ini. Selain itu, komuniti Pulau Gaya juga merupakan komuniti yang mengusahakan pelbagai aktiviti untuk orang luar yang datang melakukan reareasi pulau seperti menyelam skuba, melihat panorama pulau dan melihat kegiatan harian tempatan serta mengenali budaya setempat seterusnya menjurus kepada pembangunan pelancongan. Dengan itu, pelancong domestik berlaku di kawasan Pulau Gaya dan menggunakan jeti awam Pulau Gaya sebagai destinasi kemudahan utama sebelum melakukan aktiviti pelancongan. Bagi memastikan pelancongan ini terus membangun samada peringkat antarabangsa atau domestik, pelbagai isu yang berkaitan dalam industri ini hendaklah diberi perhatian khusus tidak terkecuali dengan isu kemudahan dan keselamatan sebelum, samasa dan selepas melancong. Hal ini demikian kerana walaupun sesetegah kawasan pelancongan dipegaruhi oleh sebab lain selain faktor kemudahan dan keselamatan, namun penyediaan kemudahan dan keselamatan tidak boleh di abaikan kerana faktor ini juga mempengaruhi kesetiaan pelancong untuk melakukan pelancongan ulangan di tempat tersebut. Oleh sebab itu, memandangkan jeti awam merupakan destinasi awalan sebelum melakukan aktiviti pelancongan, maka aspek kemudahan di jeti awam Pulau Gaya perlu dinaktaraf lagi bagi memastikan keselamatan pengguna dan golongan sasaran iaitu pelancong dapat menikmati perjalanan selesa dan sejatera.

Kajian Literatur

Secara umumnya, kemudahan pelancongan adalah penyediaan fasiliti di suatu destinasi pelancongan kepada para pelancong. Menurut Dziatul Nadiah Dzia-Uddin & Nur Syazleen Zakaria (2018), menyatakan bahawa kemudahan destinasi pelancongan pada asalnya dapat dilihat melalui penulisan yang berkaitan dengan pelancongan. Kemudahan pelancongan merupakan salah satu aspek yang terpenting di dalam sistem pelancongan selain daripada tempat-tempat yang menarik (Ukessays,2015). Hal ini demikian kerana penyediaan kemudahan merupakan keperluan utama dan asas bagi para pelancong semasa melakukan aktiviti pelancongan. Namun begitu, memandangkan pembangunan pelancongan masih baru terdapat disetiap destinasi pelancongan, terdapat isu yang timbul dan perlu dipertimbangkan terhadap penyediaan kemudahan seperti keselesaan, keselamatan, kebersihan, kecukupan dan kebolehfungsian. Sehubungan dengan itu, bagi jeti Awam, Pulau Gaya, aspek keselesaan adalah sangat penting kerana ia mempengaruhi kepuasan pengguna dalam menggunakan jeti awam Pulau Gaya. Menurut MORI Social Research Institute (2002), menyatakan bahawa keselesaan seseorang bergantung kepada keadaan persekitaran. Selain itu, aspek keselamatan pula merujuk kepada jaminan keatas kemudahan yang terdapat di jeti awam samada kemudahan tersebut selamat untuk diguna pakai mengikut jumlah dansaiz pengguna di jeti awam tersebut. Dalam aspek kebersihan pula, kemudahan yang terdapat di jeti awam hendaklah sentiasa dipastikan dan diyakini bersih kerana ia memperngaruhi kesihatan dan kesejahteraan masyarakat pengguna jeti awam. Manakala aspek kecukupan pula adalah ketersediaan penyediaan kemudahan yang berkaitan dengan jumlah , saiz atau kuantiti sesuai dengan bilangan pengunjung yang datang. Penyediaan kemudahan hendaklah bertepatan dan bersesuaian dengan keadaan pelancong atau pengguna yang dijangkakan. Sementara aspek kebolehfungsian penyediaan kemudahan pelancongan pula dikaitkan dengan kebolehgunaan kemudahan yang disediakan (Seubsamarn, 2009). Kebolehfungsian alat kemudahan seperti tandas, telefon, kerusi dan meja rehat, yang terdapat di sesebuah kawasan pelancongan termasuk di jeti, lapangan terbang, stesen bas yang menjadi pintu masuk ke destinasi pelancongan, walaupun hanya bersifat sokongan, boleh mempengaruhi tahap kepuasan pelancong.Kesemua aspek-aspek ini hendaklah diteliti dari masa kesemasa kerana kekurangan penyediaan kemudahan akan mewujudkan konflik antara pemaju dengan pelancong. Apabila keadaan ini berlaku, pelbagai isu akan timbul terutamanya rungutan dan tidak puas hati dalam kalangan pelancong. Sejurus dengan itu, jeti awam Pulau Gaya hendaklah menyediakan kemudahan yang menitiberatkan kesemua aspek tersebut supaya dapat menjamin keselesaan dan keselamatan pengguna jeti awam Pulau gaya.

Selain menitiberatkan keselamatan kemudahan pelancongan, keselamatan dari aspek jenayah juga penting untuk menyediakan pelancongan yang berkualiti (UNWTO, 1996). Hal ini demikian kerana kejayaan sesebuah destinasi suatu pelancongan adalah bergantung kepada kebolehan untuk menyediakan persekitaran yang selamat dan terjamin kepada para pelancong. Aspek ini adalah lebih utama berbanding dengan aktiviti ekonomi dan perkhidmatan yang lain kerana aspek ini menjadi kriteria dan pertimbangan utama pelancong dalam membuat pilihan destinasi percutian mereka. Sebagai contoh, kes serangan berdarah seorang pengganas pada bulan Jun 2015 lalu di pantai pelancongan di Sousse, Tunisia yang menyebabkan 38 orang pelancong terbunuh, kebanyakannya warga Britain. Tragedi ini memaksa ribuan pelancong membatalkan percutian mereka dan meninggalkan negara berkenaan. Hal ini jelas menunjukkan keamanan dan layan tamu adalah 'rakan baik' dalam aspek perjalanan dan pelancongan, sebaliknya peperangan dan suasana tidak selamat adalah antara 'musuh' yang paling teruk (Priscilla & Jennifer, 2015). Ancaman keganasan, penyakit, bencana alam termasuk kemalangan dan penipuan yang kerap berlaku sejak kebelakangan ini memerlukan pihak penyedia perkhidmatan pelancongan lebih prihatin, proaktif dan konsisten dalam menyediakan prosedur dan langkah keselamatan untuk memastikan percutian pelancong lebih terjamin (Logeswaran et. al, 2015). Sehubungan dengan itu, menyedari kepentingan kemudahan dan keselamatan Jeti Awam Pulau Gaya, maka penelitian cadangan kemudahan dan keselamatan bagi pemerkasaan Pulau Gaya sebagai destinasi pelancongan pulau dalam bandar perlu dilakukan.

Metodologi Kajian

Kajian berkenaan pemerkasaan Pulau Gaya sebagai destinasi pelancongan pulau dalam bandar adalah kajian yang dilaksanakan menggunakan pendekatan kuantitatif dengan menggunakan pengukuran secara objektif untuk menghasilkan data numerikal (Othman, 2013) dimana data kajian dikumpul menggunakan borang soal selidik dan diagihkan kepada responden yang terlibat. Sebelum data sebenar dikutip, kajian rintis telah dilakukan kepada sampel kajian iaitu sebanyak 60 orang bagi menguji dan menyemak kejelasan item, arahan dan susun atur (layout) soal selidik, mendapatkan maklum balas tentang kesahan item-item soal selidik, kesesuaian item-item dan format jawapan dan kategori jawapan bagi item-item tertutup, daya tarikan soal selidik (Pusat Penyelidikan dan Pembangunan Jabatan Pengajian Politeknik, 2010). Selain itu, persampelan yang digunakan adalah persampelan secara rawak dimana sebanyak 500 sampel yang dipilih untuk mewakili populasi kajian dan populasi kajian tersebut hanya yang menggunakan jeti awam Pulau Gaya. Soalan yang terkandung dalam borang kaji selidik terbahagi kepada dua iaitu (i)demografi responden dan (ii) cadangan kemudahan dan keselamatan jeti awam bagi pemerkasaan Pulau Gaya sebagai destinasi pelancongan pulau dalam bandar. Format jawapan borang soal selidik tersebut adalah dalam bentuk skala Likert. Data yang telah siap dan dikumpul akan dianalisis menggunakan perisian SPSS dimana analisis yang digunakan adalah analisis kekerapan dan Jadual Silang/ *Crosstabulation* (SPSS). Analisis kekerapan digunakan adalah untuk melihat kebersetujuan reponden terhadap cadangan kemudahan dan keselamatan jeti awam bagi pemerkasaan pulau gaya sebagai destinasi pelancongan pulau dalam bandar. Manakala analisis Jadual Silang/ *Crosstabulation* (SPSS) digunakan untuk melihat hubungan pembolehubah cadangan keselamatan kemudahan dengan pemboleubah tempat tinggal responden. Pemilihan analisis jadual silang ini adalah untuk menganalisis dan melihat keperluan populasi responden mengikut kampung di jeti awam Pulau Gaya.

Dapatan Kajian

Profil Informan

Terdapat 10 aspek demografi responden yang dinyatakan dalam kertas kerja ini iaitu tempat tinggal, jantina, umur, bangsa, agama, tahap pendidikan, status pekerjaan, pendapatan bulanan, taraf perkawinan dan bilangan anak bersekolah.

Jadual 1: Demografi Responden

Maklumat	N=500 (%)
Tempat Tinggal	
Kg Kesuapan	18.2
Kg Pondoh	16.6
Kg Lobong	11.4
Kg Pulau Gaya	18.4
Kg Lok Kurai	16.8
Kg Lok Baru	18.6
Jantina	
Lelaki	48.2
Perempuan	51.6
Bangsa	
Bajau	99.6
Pakistan	0.2
Butun	0.2
Agama	
Islam	100
Tahap Pendidikan	
Tidak Bersekolah	45.4
Sekolah Rendah	26.6
Sekolah Menegah	24.6
Kolej/Universiti	2.8
Lain-Lain	0.4

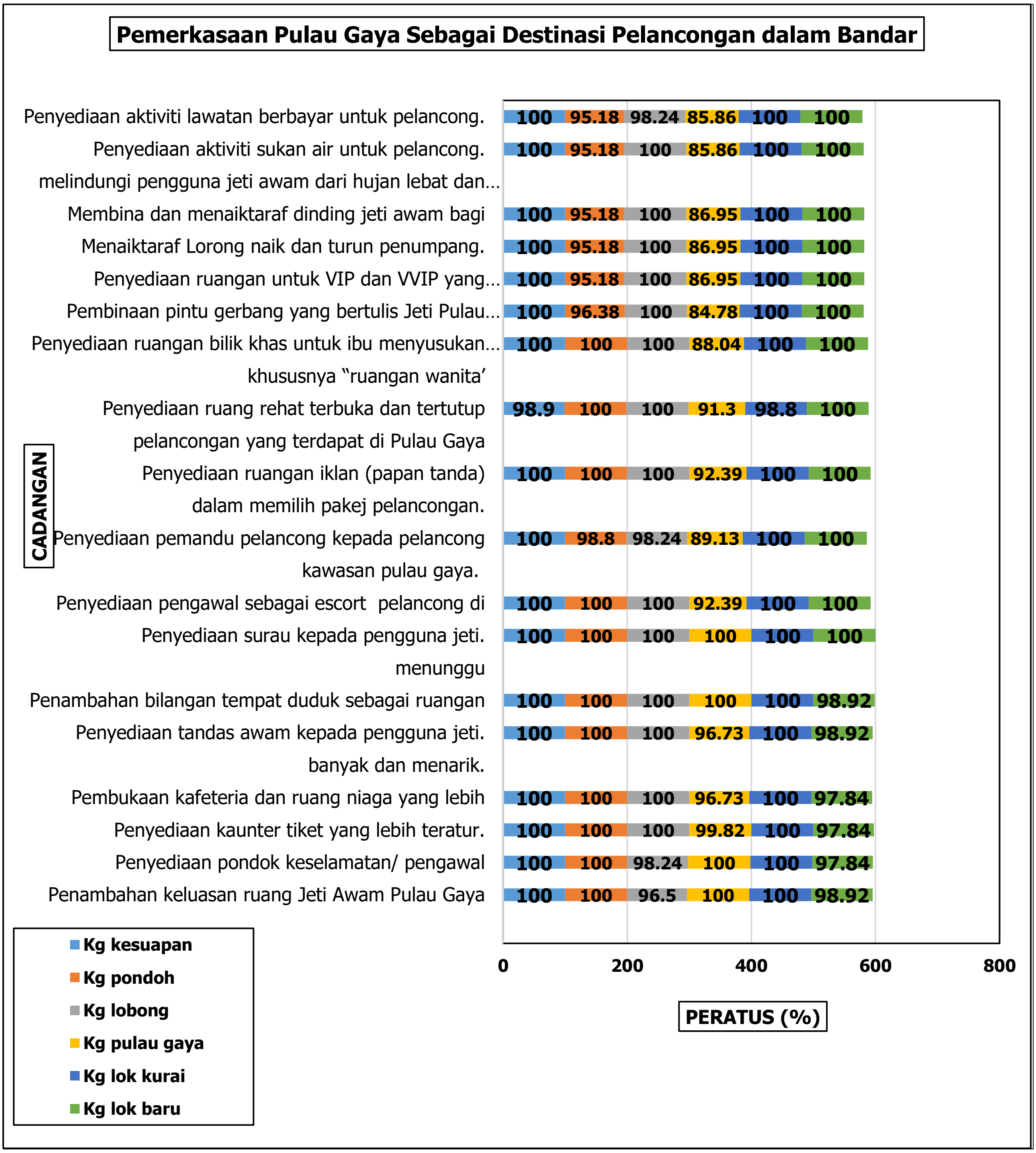
Status Pekerjaan	
Bekerja Tetap	12.6
Bekerja Sendiri	26.0
Tidak Bekerja	22.0
Suri Rumah	32.6
Pelajar	6.4
Pendapatan Bulanan (Rm)	
<800	23.8
800 - 1500	24.0
1501 - 2000	0.6
2001 - 3000	0.4
3001- 4000	0.8
Tiada Pendapatan	50.4
Taraf Perkahwinan	
Bujang	20.2
Berkawin	79.8
Bilangan Anak Bersekolah	
Bersekolah	44.4
Tidak Bersekolah	19.2
Tidak Berkenaan	36.4

Sumber: Penyelidikan SDN0053/2019.

Jadual 1 menunjukkan demografi responden pengguna Jeti Awam Pulau Gaya. Jumlah keseluruhan responden pengguna Jeti Awam Pulau Gaya ialah sebanyak 500 orang responden. Jumlah responden terbanyak yang menggunakan Jeti Awam Pulau Gaya ialah Kg Lok Baru iaitu sebanyak 18.6%, kemudian diikuti oleh Kg Pulau Gaya iaitu 18.4%, Kg Kesuapan 18.2%, Kg Lok Kurai 16.8%, Kg Pondoh 16.6% dan Kg Lobong 11.4%. Manakala jumlah responden mengikut jantina pula ialah sebanyak 48.2% adalah jantina lelaki dan selebihnya 51.6% adalah jantina perempuan. Bagi peringkat umur pula, umur 21-30an merupakan peringkat umur responden terbanyak yang menggnakan Jeti Awam Pulau Gaya iaitu sebanyak 29.4%, kemudiaian diikuti peringkat umur 31-40an. Bangsa Bajau merupakan bangsa majoriti yang menguasai penggunaan Jeti Awam Pulau Gaya, manakala bangsa lain hanya bangsa Pakistan dan Butun sahaja iaitu masing-masing 0.2%. Kesemua responden yang menggunakan Jeti Awam Pulau Gaya adalah beragama islam 100%. Selain itu juga, tahap pendidikan responden terbanyak adalah tidak bersekolah iaitu sebanyak 45.4% kemudian diikuti tahap sekolah rendah 26.6% dan 24.6%. Seterusnya bagi kategori status pekerjaan, kategori suri rumah adalah kategori terbanyak bagi pengguna jeti awam iaitu sebanyak 32.6 %, kemudiaan diikuti dengan bekerja sendiri iaitu 26%, tidak bekerja 22%, bekerja tetap 12.6% dan pelajar sebanyak 6.4%. Disamping itu juga, tiada pendapatan dalam kategori pendapatan bulanan adalah kategori tertinggi bagi reponden pengguna jeti awam iaitu sebanyak 50.4%, kemudian diikuti oleh kategori Rm 800-1500 iaitu sebanyak 24% dan Rm <800 ialah 23.8%. Majoriti responden juga adalah sudah berkahwin iaitu sebanyak 79.8% dan 20.2% masih bujang. Ahkir sekali ialah kategori bilangan anak bersekola dimana sebanyak 44.4% adalah bersekolah, 19.2% tidak bersekolah dan 36.4% adalah tidak berkenaan.

Cadangan Pemerkasaan Kemudahan Di Jeti Awam, Pulau Gaya.

Secara keseluruhannya, majoriti responden bersetuju dengan kesemua cadangan yang dikemukan dalam borang soal selidik untuk menaiktaraf kemudahan dan keselamatan jeti awam Pulau Gaya. Berdasarkan Rajah 1.0 jelas menunjukkan cadangan kemudahan dan keselamatan mendapat sokongan keseluruhan dimana hampir semua cadangan mendapat sokongan 100% untuk dinaiktaraf. Jika diteliti berdasarkan pemerhatian dan hasil kajian, jelas menunjukkan kemudahan jeti awam kekurangan dan ketiadaan kemudahan untuk kegunaan pengguna jeti awam. Terdapat 19 cadangan kemudahan dan keselamatan yang disetujui oleh enam penduduk kampung Pulau Gaya dimana peratus kebersetujuan terhadap cadangan tersebut adalah tidak jauh berbeza.



Rajah 1.0: Cadangan Kemudahan dan Keselamatan Jeti Awam bagi Pemerkasaan Pulau Gaya Sebagai Destinasi Pelancongan Pulau dalam Bandar

Sumber: Penyelidikan SDN0053/2019.

Rajah 1.0 menunjukkan cadangan kemudahan dan keselamatan jeti awam bagi pemerkasaan Pulau Gaya sebagai destinasi pelancongan pulau dalam bandar. Responden Kampung Kesuapan bersetuju 100% dengan semua cadangan kemudahan dan keselamatan yang disenaraikan dalam borang soal selidik. Namun begitu majoriti kampung lain juga bersetuju dengan cadangan kemudahan dan keselamatan yang nilai peratus melebihi 80%. Penyediaan surau dan merupakan cadangan yang mendapat kebersetujuan paling tinggi di semua kampung Pulau gaya iaitu dengan nilai 100%. Kemudian diikuti dengan cadangan memperbanyakkan kemudahan tempat duduk dimana nilai peratusannya 100% kecuali kampung lok baru 98.92%. Penyediaan ruangan iklan (papan tanda) dan penyediaan pengawal sebagai essort juga merupakan cadangan yang ketiga terbanyak dimana semua responden menyokong 100% kecuali penduduk kampung Pulau Gaya iaitu sebanyak 92.39%. Secara keseluruhannya, cadangan kemudahan dan keselamatan jeti awam Pulau Gaya adalah diperlukan untuk menaiktaraf jeti awam Pulau Gaya.

Bagi cadangan penambahan keluasan ruang Jeti Awam Pulau Gaya, sebanyak empat kampung yang menyokong 100% terhadap cadangan ini iaitu Kg Kesuapan, Kampung Pondoh, Kg Pulau Gaya, Dan Kampung Lok Kurai selebihnya adalah 96.5 % Kg Lobong dan 98.92% Kg Lok Baru. Bagi penyediaan pondok keselamatan/ pengawal pula, kampung yang menyokong 100% ialah Kg Kesuapan, Kg Pondoh, Kg Pulau Gaya dan Kg Lok Baru. Penyediaan kaunter tiket yang lebih teratur, pembukaan kafeteria dan ruang niaga yang lebihbanyak dan menarik dan penyediaan tandas awam kepada pengguna jeti juga mendapat sokongan dai pengguna jeti dimana kampung yang menyokong 100% Ialah Kg Kesuapan, Kg Pondoh, Kg Lobong, dan Kg Lok Kurai. Penambahan bilangan tempat duduk sebagai ruangan menunggu dan penyediaan surau kepada pengguna jeti dan penyediaan pengawal sebagai escort pelancong di kawasan Pulau Gaya mendapat semua sokongan dari kg di Pulau Gaya 100% kecuali Kg Lok baru iaitu sebanyak 98.92%. Bagi Penyediaan pemandu pelancong kepada pelancong dalam memilih pakej pelancongan, kampung yang menyokong dalam penyediaan ini adalah Kg Kesuapan, Kg Lok Baru dan Kg Lok Kurai. Penyediaan ruangan iklan (papantanda) pelancongan yang terdapat di Pulau Gaya pula disokong 100% adalah di semua kampung kecuali Kg Lobong iaitu sebanyak 91.3% dan 98.8% oleh kg lok baru. Penyediaan ruang rehat terbuka dan tertutup khususnya "ruangan wanita' juga disking 100% oleh semua kampung di Pulau Gaya kecuali Kg Lobong iaitu sebanyak 88.04%. Ahkir Sekali bagi cadangan penyediaan ruangan bilik khas untuk ibu menyusukan bayi , pembinaan pintu gerbang yang bertulis Jeti Pulau Gaya bagi memudahkan pelancong dan penduduk bandar mengetahui destinasi menuju ke Pulau Gaya, penyediaan ruangan untuk VIP dan VVIP yang berhawa dingin ketika melakukan lawatan ke kawasan jeti, menaiktaraf lorong naik dan turun penumpang, membina dan menaiktaraf dinding jeti awam bagi melindungi pengguna jeti awam dari hujan lebat dan angin kencang dan penyediaan aktiviti sukan air untuk pelancong pula disokong 100% oleh Kg Kesuapan, Kg Lobong, Kg Lok Kurai dan Kg Lok Baru.

Kesimpulan

Cadangan kemudahan dan keselamatan jeti awam bagi pemerkasaan Pulau Gaya sebagai destinasi pelancongan pulau dalam bandar haruslah disediakan kerana majoriti responden bersetuju dengan penyediaan kemudahan tersebut. Hal ini demikian kerana, penyediaan kemudahan ini sudah tentunya dapat memberi keselesaan kepada pengguna jeti awam seterunya membawa kepada arus pembangunan pelancongan. Kajian mengenai cadangan kemudahan dan keselamatan jeti awam masih kurang dilakukan di Malaysia terutamanya fasiliti yang tidak berorentasikan pelancongan. Sebanyak 19 cadangan kemudahan dan keselamatan dinilai dengan menggunakan analisis Jadual Silang/ *Crosstabulation* (SPSS).

Berdasarkan analisis tersebut, majoriti responden bersetuju dengan 19 cadangan yang diketengahkan dalam borang soal selidik. Walaubagaimanpun, ketiadaan dan kekurangan penyediaan kemudahan dan keselamatan di jeti awam, penggunaan jeti awam tetap berjalan lancar kerana jeti awam merupakan satu-satunya laluan utama yang menghubungkan Pulau Gaya dengan bandar besar Kota Kinabalu untuk melancarkan kegiatan harian penduduk Pulau seperti urusniaga, bekerja dan sebagainya.

Penghargaan
Sekalung perhargaan dan jutaan terima kasih diucapkan kepada pihak UMS kerana telah meluluskan pembiyaan penyelidikan dibawah projek "Penelitian keselamatan kemudahan jeti awam bagi pemerkasaan Pulau Gaya sebagai destinasi pelanconga pulau dalam bandar" melalui geran **S**kim Dana Nic Fasa 1/2019 dengan (KOD SAGA: SDN0053-2019).

Rujukan

Dziatul Nadiah Dzia-Uddin & Nur Syazleen Zakaria (2018). Kemudahan Destinasi Dan Tarikan Destinasi Terhadap Kepuasan Pelancong Asing Di Georgetown, Pulau Pinang. Fakulti Pengurusan Hospitaliti, Kolej Universiti Islam Melaka: Journal of Hospitality Management Jurnal Hospitaliti dan Jaringan Volume 1 2018: 12-17.

Logeswaran et. al, (2015). Isu Keselamatan Dalam Industry Pelancongan: Satu Tinjauan Konsep. Universiti Kebangsaan Malaysia: Jurnal of GEOGRAFIA OnlineTM 12 (32 - 41) **32**

MORI Social Research Institute (2002) *Public service reform - Measuring & understanding satisfaction.* Office of Public Services Reform (OPSR), London.

Norlida, H.M.S., Redzuan, O., Kalsom, Z. & Tamat.S., (2011).Pengukuran Kepuasan Pelancong terhadap Kualiti Perkhidmatan di Destinasi Pelancongan Pulau Kapas: Pendekatan Faktor Analisis. *Malaysian Journal of Environmental Management 12 (2).* hlm. 23-32

Othman, T. (2013). *Asas Penulisan Tesis, Penyelidikan dan Statistik*. Press: Universiti Putra Malaysia Rancangan Fizikal Negara ke-3. (2016). *Perbandaran di Malaysia*

Priscilla BNK, Jeniffer KLC (2015). Safety and Security in the Tourist Destination: A Review of Literature. In: Mazlina Mahdzan, Siow May Lin, Madhavan Balan Nair, Ahmad Shuib (eds)*Proceedings of The International Conference on Natural Resources, Tourism and Service Management 2015*. Universiti Putra Malaysia.

Seubsamarn K (2009) *Tourist motivation to use homestays in Thailand and their satisfaction based on the destination's cultural and heritage-based attribute*. (Master Thesis). University of Missouri

UNWTO (1996). Tourist Safety and Security: Practical Measures for Destinations. [Cited 5 June 2015].Available from: http://pub.world

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

CIRI TARIKAN DAN TAHAP KEMUDAHAN PELANCONG DI DESTINASI PELANCONGAN PULAU: KAJIAN KES DI TAMAN LAUT TUNKU ABDUL RAHMAN, SABAH

ATTRACTION CHARACTERISTICS AND LEVELS OF TOURIST FACILITIES IN ISLAND TOURIM DESTINATIONS: A CASE STUDY AT TUNKU ABDUL RAHMAN MARINE PARK, SABAH

Jabil Mapjabil[1]
Nor-Ina Kanyo[1]
Rahmah Rashid[1]
Rosmiza M.Z.[2]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: jabil@ums.edu.my)
(E-mel: norina@ums.edu.my)
(E-mel: rahmah@ums.edu.my)
[2]Program Geografi, Pusat Kajian Pembangunan, Sosial dan Persekitaran, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia
(E-mel: miza@ukm.edu.my)

Abstrak: *Taman Laut Tunku Abdul Rahman (TLTAR) adalah salah satu taman laut yang diwartakan di bawah Establishment of Marine Parks Malaysia Order 1994 yang dikeluarkan oleh Jabatan Perikanan bagi tujuan pemeliharaan sumber marin dan pelancongan. Taman Laut Tunku Abdul Rahman terdiri daripada lima buah pulau iaitu Pulau Manukan, Pulau Mamutik, Pulau Sapi, Pulau Sulug dan sebahagian Pulau Gaya. Tujuan kajian ini adalah untuk meneliti ciri tarikan dan tahap kemudahan pelancong di TLTAR, Sabah. Kajian ini melibatkan 249 orang responden dalam kalangan penduduk tempatan yang berkunjung dan yang pernah berkunjung ke TLTAR. Profil demografik responden menunjukkan 71.5% adalah lelaki, 75.5% berumur dalam lingkungan bawah 30 tahun, 68.7% adalah berstatus bujang dan lebih 50% responden berpendidikan peringkat menengah. Terdapat beberapa aspek penting yang perlu diberikan perhatian agar ia mampu mengekalkan keinginan pelancong untuk berkunjung ke TLTAR iaitu kebersihan persekitaran pulau termasuk pantai dan lautnya serta keselamatan pulau khususnya daripada ancaman pihak tertentu dan jenayah. Bagi tahap kemudahan pelancong, dapatan kajian menunjukkan kemudahan rekreasi, perkhidmatan bot dan jeti yang disediakan adalah lebih memuaskan berbanding dengan kemudahan lain. Hasil kajian ini adalah penting kepada pihak pembuat dasar dan perancang pembangunan taman laut untuk memastikan pengurusan pelancongan di taman laut lebih lestari dan memberikan manfaat serta kepuasan kepada semua pihak terutamanya penduduk tempatan itu sendiri.*

Kata Kunci: *Ciri Tarikan, Kemudahan, Pengunjung, Penduduk Tempatan, TLTAR*

Abstract: *Tunku Abdul Rahman Marin Park (TLTAR) is one of the marine parks gazetted under The Establishment of Marine Parks Malaysia Order 1994 issued by the Fisheries Department for the purpose of conservation of marine resources and tourism. TLTAR consists of five islands, namely Manukan, Mamutik, Sapi, Sulug and part of Pulau Gaya. The purpose of this study is to examine the charateristics of attractions and the level of tourist facilities in TLTAR, Sabah. The study involved 249 respondents among locals who visited and who had visited*

TLTAR. The demographic profile of the respondents showed that 71.5% were male, 75.5% were under 30 years old, 68.7% were single and more than 50% of the respondents had secondary education. There are some of the important aspects that need to be given attention so that it can maintain the desire of tourists to visit TLTAR, which are the clieanliness of the island environment including the beach and sea as well as the safety of the island, especially the threats from certain parties and crime. As for the level of tourist facilites, the findings of the study showed that the recreational facilites, boats and jetty services provided are more satisfactory compared the other facilites. The results of the study are important to policy makers and marine park development planners to ensure more sustainable tourism management in marie parks and provide benefits and satisfaction to all parties, especially the locals themselves.

Keywords: *Attraction Characteristics, Facilities, Visitors. Locals, TLTAR*

Pengenalan

Pulau merupakan salah satu tarikan pelancongan yang popular di dunia. Destinasi pulau mempunyai keunikan yang tersendiri sebagai salah satu ciri tarikan pelancongan. Tarikan *'sun, sand and sea*' (3S) merupakan imej universal pulau yang mendorong pelancong datang berkunjung ke situ. Menurut Mendoza-González et al. (2018), pelancongan menjadi fenomena massa saban tahun dan jutaan pelancong dan pengunjung memilih pantai sebagai destinasi untuk bersantai dan berekreasi. Secara umumnya, kebanyakan pulau di dunia mempunyai banyak persamaan seperti saiz yang kecil, bilangan penduduk yang sedikit, struktur sosioekonomi yang tradisional, kurang membangun, lokasi yang terpencil, sumber asas yang terhad, pasaran tempatan yang kecil dan kemudahan infrastruktur yang terbatas (Wilkinson, 1989; Jabil et al., 2014). Faktor 'kekecilan' dan sumber yang terbatas ini menjadikan sektor pelancongan dianggap sebagai pemangkin yang sesuai untuk pembangunan sesebuah pulau. Untuk itu, artikel ini bertujuan untuk meneliti ciri tarikan dan tahap kemudahan pelancongan di Taman Laut Tunku Abdul Rahman, Sabah.

Tinjauan Literatur

Ciri tarikan pelancongan kerap dirujuk berdasarkan pendapat pengunjung dan pelancong tentang kemampuan destinasi berkenaan memberikan kepuasan terhadap keperluan percutian mereka. Menurut Formica (2002), terdapat penyelidikan yang menunjukkan kajian ciri tarikan pelancongan adalah penting untuk memahami elemen yang mendorong seseorang untuk melancong. Selain ciri tarikan pelancongan, tahap kemudahan yang disediakan di destinasi peranginan turut mempengaruhi kepuasan kunjungan pelancong. Terdapat beberapa kajian tentang ciri tarikan yang pada pandangan pelancong adalah penting dalam menilai sesebuah destinasi pelancongan yang dikunjungi (Mohd Anuar, 2009; Remali & Nor' Azurah, 2017; Vengesayi et al., 2009; Norazimah, 2015 dan; Velan et al., 2015).

Kajian tentang ciri tarikan pelancongan pantai dikaji oleh Mohd Anuar (2009) dengan merujuk kajian kes di pantai Port Dickson, Negeri Sembilan. Hasil kajian menunjukkan sebab utama pelancong datang ke Port Dickson adalah lokasinya yang berhampiran dengan kediaman (53%), iaitu dalam lingkungan 80 km diikuti dengan penginapan yang selesa (27%) dan pantai yang menarik (17%). Antara ciri generik yang menarik di destinasi ini adalah sebanyak 94% responden menyatakan mereka dapat sampai ke destinasi dengan mudah dan 96% menyatakan kualiti penginapan yang berpatutan. Untuk ciri spesifik pula, antaranya responden bersetuju (90%) pantai Port Dickson adalah bersih dan persekitaran pantai yang selamat (91%).

Manakala kajian Remali dan Nor'Azurah (2017) pula meneliti tentang faktor tarikan pelancongan di Pantai Irama, Bachok, Kelantan. Hasil kajian menunjukkan sebab utama pengunjung datang ke pantai ini kerana lokasinya yang berhampiran dengan kawasan tempat tinggal responden, iaitu 43 peratus. Ini membuktikan majoriti pengunjung adalah penduduk tempatan. Manakala faktor lain adalah seperti kemudahan yang lengkap (25%) dan pantai yang menarik (16%). Dari aspek ciri-ciri generik, antaranya seperti kemudahan asas yang disediakan adalah lengkap (98%) dan mudah untuk akses ke sini (90%). Manakala dari aspek ciri spesifik pula, pantainya adalah bersih (90%) dan persekitaran menarik (97%).

Seterusnya, Vengesayi et al. (2009) meninjau ciri tarikan pelancongan, kemudahan sokongan destinasi dan pengunjung sebagai faktor manusia yang berkaitan dengan tarikan destinasi pelancongan. Kajian ini melibatkan 275 orang pelancong yang berkunjung ke destinasi pelancongan utama di lokasi kajian. Berdasarkan model regresi yang dihasilkan, kajian mendapati ciri tarikan pelancongan adalah menjadi penentu utama destinasi pelancongan manakala aspek kemudahan dan perkhidmatan sokongan destinasi serta faktor berkaitan manusia adalah penentu sekunder. Norazimah (2015) turut mengkaji tentang peranan ciri-ciri destinasi pelancongan dan kepuasan pelancong tetapi dalam konteks lawatan ulangan di Melaka. Sampel kajian adalah terdiri daripada 358 orang pelancong domestik yang pernah datang berkunjung ke Melaka sekurang-kurangnya sekali. Hasil kajian menunjukkan aspek tarikan sejarah merupakan ciri destinasi yang mendapat skor min tertinggi, iaitu 4.37. Untuk kaitan antara kepuasan pelancong dengan ciri-ciri destinasi iaitu tarikan pelancongan rekreasi, kebersihan dan perbelanjaan sepanjang berada di Melaka menunjukkan perkaitan yang tinggi.

Velan et al. (2015) pula mengkaji tentang kepuasan pelancong antarabangsa terhadap aktiviti pelancongan dan kemudahan yang disediakan di Pulau Mamutik, Kota Kinabalu. Ciri tarikan dan aktiviti pelancongan utama di pulau ini adalah selam skuba, berenang dan memerhatikan hidupan marin. Untuk itu, seramai 150 orang responden dari kalangan pelancong antarabangsa terlibat dalam kajian ini. Hasil kajian menunjukkan majoriti responden berpuas hati dengan aktiviti dan kemudahan yang disediakan di Pulau Mamutik. Namun begitu, terdapat beberapa aspek yang perlu diberikan perhatian oleh pihak pengurusan untuk meningkatkan tahap kepuasan pengunjung, antaranya menambahkan bilangan tandas dan kemudahan lain, mempelbagaikan aktiviti yang ditawarkan dan menyediakan kemudahan selam skuba dengan bayaran yang berpatutan. Menurut Fathilah et al. (2020), terdapat beberapa isu penting dalam pembangunan lestari dalam pelancongan termasuklah pengetahuan tentang keperluan dan halangan yang dihadapi oleh tuan rumah (*host*) dan pelancong.

Taman Laut Tunku Abdul Rahman

Taman laut adalah kawasan perairan laut yang dizonkan sejauh 2 batu nautika dari tikas air surut terendah. Taman ini ditubuhkan untuk melindungi dan memulihara pelbagai habitat dan kehidupan marin akuatik. Taman Laut Tunku Abdul Rahman (TLTAR) adalah salah satu pulau taman laut yang diwartakan di bawah *Establishment of Marine Parks Malaysia Order 1994* yang dikeluarkan oleh Jabatan Perikanan bagi tujuan pemeliharaan sumber marin dan pelancongan. Taman Laut Tunku Abdul Rahman terdiri daripada lima buah pulau iaitu Pulau Manukan, Pulau Mamutik, Pulau Sapi, Pulau Sulug dan sebahagian Pulau Gaya. Taman laut ini meliputi keluasan 4,929 hektar dan dua pertiga daripadanya adalah laut. TLTAR terletak hanya 10 hingga 20 minit perjalanan menaiki bot dari jeti di Kota Kinabalu. Selain dari tarikan alam marin di Taman Tungku Abdul Rahman, khazanah hutan yang tidak ternilai turut menjadi tarikan pengunjung. Menurut Nordin et al. (2016), kawasan hutan yang terdapat di Pulau Gaya merupakan rezab hutan simpan sejak tahun 1923 lagi.

Metodologi Kajian

Kajian ini menggunakan pendekatan penilaian (evaluatif) dengan meneliti ciri tarikan dan tahap kemudahan pelancong di TLTAR berdasarkan persepsi penduduk tempatan yang berkunjung dan pernah berkunjung ke sana semasa kajian ini dijalankan. Reka bentuk kajian adalah berdasarkan pendekatan kuantitatif. Kajian ini dilakukan di Pulau Manukan, Pulau Mamutik dan di bandar Kota Kinabalu. Instrumen kajian yang digunakan ialah temu bual menggunakan borang soal selidik. Teknik pemerhatian turut digunakan. Untuk mendapatkan maklumat lebih lanjut, temu bual secara bebas turut dilakukan terhadap penduduk tempatan yang ditemui untuk mendapatkan gambaran tentang TLTAR. Penyelidik dan pembantu penyelidik turut mengunjungi kesemua pulau yang terdapat di TLTAR untuk memerhati dan mengalami sendiri keindahan dan pembangunan pelancongan semasa yang terdapat di taman laut berkenaan.

Hasil Kajian dan Perbincangan

Ciri Demografik Responden

Hasil kajian menunjukkan 71.5% daripada 249 orang yang ditemu bual menggunakan borang soal selidik adalah lelaki dan selebihnya iaitu 75 orang adalah responden perempuan. Responden berstatus bujang lebih ramai ditemu bual berbanding mereka yang sudah berkahwin iaitu masing-masing dengan peratusan 68.7% dan 31.3%. Terdapat tiga bangsa responden yang paling ramai terlibat dengan kajian ini iaitu Bajau (27.3%), Melayu (23.7%) dan lain-lain bangsa (23.3%). Untuk umur, majoriti responden berumur 30 tahun ke bawah yang mewakili 75.5% daripada keseluruhan sampel yang dikaji. Seterusnya, lebih 50% daripada responden mempunyai latar pendidikan pada tahap menengah. Terdapat tiga kelompok latar belakang pekerjaan responden iaitu, pertama, yang paling ramai ditemu bual iaitu pelajar (26.5%), pekerja sektor swasta (21.3%) dan pekerja sektor awam (18.9%); kedua ialah yang bekerja sendiri (10.8%), berniaga (9.6%) dan lain-lain pekerjaan (9.2%) dan kelompok terakhir iaitu suri rumah (2.8%) dan nelayan (0.8%).

Ciri Tarikan Pelancongan di Taman Laut Tunku Abdul Rahman

Berdasarkan borang soal selidik yang diedarkan, terdapat enam ciri tarikan pelancongan yang dijangka mendorong pelancong dan pengunjung untuk datang berkunjung ke pulau di Taman Laut Tunku Abdul Rahman yang diteliti daripada perspektif penduduk tempatan. Dengan hanya memilih satu ciri tarikan utama sahaja, hasi kajian mendapati terdapat tiga tarikan yang menjadi pilihan pelancong untuk datang ke TLTAR iaitu keindahan pantai dan lautnya (40.2%), diikuti oleh persekitaran pulau yang mendamaikan (27.3%) dan aktiviti rekreasi yang disediakan termasuklah snokerling, berenang dan selam skuba (12.5%)(Jadual 1).

Jadual 1: Ciri Tarikan Pelancongan di Taman Laut Tunku Abdul Rahman

Ciri Tarikan Pelancongan	Bilangan	Peratus
Keindahan pantai dan lautnya	100	40.2
Persekitaran pulau yang damai	68	27.3
Aktiviti rekreasi yang disediakan	31	12.5
Perjalanan menaiki bot	25	10.0
Kehidupan dan budaya komuniti	19	7.6
Kemudahan yang disediakan	6	2.4
Total	**249**	**100**

Tahap Kemudahan Pelancong di Taman Laut Tunku Abdul Rahman

Hasil kajian menunjukkan aspek kemudahan rekreasi, perkhidmatan bot dan jeti yang disediakan adalah lebih memuaskan berbanding dengan kemudahan lain iaitu masing-masing dengan skor min 3.78, 3.74 dan 3.71 (Jadual 2). Seterusnya, kemudahan gerai cenderahati yang disediakan dengan skor min 3.67, diikuti dengan papan tanda di pulau (3.65) dan kemudahan tong sampah (3.55). Daripada lapan kemudahan yang disenaraikan, kemudahan tandas awam adalah yang paling kurang memuaskan iaitu dengan skor min 3.35.

Jadual 2: Tahap Kemudahan Pelancong di Taman Laut Tunku Abdul Rahman

Tahap kemudahan	1	2	3	4	5	Min	SP	Rank
Tempat rekreasi	9	13	64	102	61	3.78	0.995	1
Bot	2	16	68	121	42	3.74	0.841	2
Jeti	9	13	71	104	52	3.71	0.974	3
Gerai cenderahati	22	23	65	91	47	3.67	3.287	4
Papan tanda di pulau	9	11	87	94	48	3.65	0.961	5
Tong sampah	18	24	63	92	52	3.55	1.139	6
Gerai makan minum	16	43	57	88	45	3.41	1.158	7
Tandas awam	22	35	67	84	41	3.35	1.172	8

1 = Tidak memuaskan, 2 = Kurang memuaskan, 3 = Sederhana, 4 = Memuaskan, 5 = Sangat memuaskan

Taman Laut Tunku Abdul Rahman merupakan taman laut yang pembangunannya terkawal dan persekitaran marinnya terpelihara. Taman ini menjadi tumpuan pelancong asing, pelancong domestik, pengunjung harian mahupun penduduk tempatan sendiri. Kebanjiran pelancong dan pengunjung khususnya pada hujung minggu dan cuti awam membawa terhadap masalah pembuangan sampah-sarap yang boleh mencacatkan keindahan persekitaran pantai, laut dan pulau di TLTAR. Justeru, tidak hairanlah dalam hasil kajian ini menunjukkan aspek kebersihan persekitaran pantai, laut dan pulau adalah keutamaan dalam persepsi penduduk terhadap aspek yang perlu diberikan perhatian serius di TLTAR. Dalam kajian yang dijalankan oleh Fahrul (2016), pewartaan taman laut ini adalah untuk memberi perlindungan khas kepada flora dan fauna akuatik, untuk mengurus dan memelihara tapak pembiakan semula jadi dan habitat hidupan akuatik, dengan memberi penekanan pada spesies jarang ditemui atau terancam. Ini bertujuan untuk mengelakkan kepupusan kehidupan akuatik disebabkan oleh aktiviti manusia yang mampu merosakkan taman laut berkenaan. Dengan itu, pengurangan aktiviti yang berisiko dalam mencemar dan merosakkan keindahan alam semula jadi membantu dalam menjaga kebersihan persekitaran di TLTAR.

Terdapat beberapa kemudahan lain yang perlu diberikan perhatian seperti kemudahan tong sampah khususnya di kawasan pantai yang ramai pengunjung. Tong sampah yang penuh perlu segera dikosongkan dari semasa ke semasa untuk mengelakkan pelancong dan pengunjung membuang sampah dan sisa makanan di merata tempat. Gerai makanan ada disediakan, namun begitu ia masih boleh ditingkatkan daripada segi bilangan, kualiti perkhidmatan dan kebersihannya. Tandas awam turut disediakan tetapi tidak dapat menampung pengunjung yang ramai khususnya pada hujung minggu dan cuti awam. Beberapa tandas awam dan ruang menyalin pakaian yang boleh alih perlu disediakan di beberapa lokasi di pulau berkenaan. Dalam meningkatkan kualiti perhidmatan, pelbagai inisiatif dalam memperkasa sektor pelancongan perlu dilakukan iaitu bermula dengan penyediaan peruntukan khusus untuk kemudahan yang selesa, menawarkan perkhidmatan makanan yang berpatutan dan bersih serta perancangan aktiviti yang pelbagai dan menarik (Muhammad Afiqsyah et al., 2016).

Kesimpulan

Taman Laut Tunku Abdul Rahman mempunyai keunikannya tersendiri sebagai destinasi pelancongan pulau yang terkenal di Malaysia. Untuk memastikannya sebagai taman laut yang kekal terpelihara dan pada masa yang sama menjadi tarikan pelancongan sememangnya memerlukan komitmen dan kerjasama daripada pelbagai pihak. Dapatan kajian terhadap ciri tarikan dan tahap kemudahan pelancong daripada perspektif penduduk tempatan ini adalah penting untuk memastikan pembangunan pelancongan di taman laut ini bersifat lestari kerana turut mengambil kira pandangan komuniti setempat. Yang paling penting ialah usaha melibatkan mereka dalam pembangunan TLTAR itu sendiri dalam jangka masa panjang.

Rujukan

Fathilah Ismail, Roseliza Mat Alipiah, Noraien Mansor & Wan Hafiz Wan Zainal Shukri. (2020). A cross-cultural study of destination attributes: Impact on sustainability of island tourism. *Journal of Sustainability Science and Management*, 15(1), 1-14.

Formica, S. (2002). Measuring destination attractiveness: A proposed framework. *Journal of American Academy Business*, 1(2), 350-355.

Jabil Mapjabil, Yahaya Ibrahim & Tan Wan Hin (eds.) (2014). *Pelancongan Pulau di Malaysia*. Batu Pahat: Penerbit UTHM.

Mendoza-González, G., Martínez, M. L., Guevara, R., Pérez-Maqueo, O., Garza-Lagler, M. C. & Howard, A. (2018). Towards a sustainable sun, sea, and sand tourism: the value of ocean view and proximity to the coast. *Sustainability,* 10, 1012, 1-15.

Mohd. Anuar Md. Amin. (2009). Faktor tarikan pelancongan pantai: Kajian kes di pantai Port Dickson, Negeri Sembilan. *Prosiding PERKEM IV*, Jilid 2, 243-254.

Muhammad Afiqsyah Mohd Ramli, Muhammad Arif Nasir, Dina Syamilah Zaid & Hartini Adenan. (2016). Kepuasan pelanggan terhadap kualiti perhidmatan homestay di Melaka: Kajian kes di Homestay Seri Tanjung. *Journal Hospitaliti dan Jaringan*, Vol. 1(206), 81-90.

Muhammad Fahrul Khalid. (2016). *Peruntukan Perundangan di Taman Laut Sultan Iskandar*. Universiti Teknologi Malaysia.

Norazimah Mukhtar. (2015). *Peranan ciri-ciri destinasi dan kepuasan pelancong kepada lawatan ulangan ke Melaka*. Tesis Sarjana (Tidak diterbitkan). Fakulti Alam Bina, Universiti Teknologi Malaysia.

Nordin Sakke, Aliakbar Gulasan & Jabil Mapjabil. (2016). Prosiding Seminar Sains Ruang dan Teknologi Maklumat Geografi. Fakulti Kemanusiaan, Seni dan Warisan Universiti Malaysia Sabah.

Remali Yusoff & Nor' Azurah Md Kamdari. (2017). Faktor tarikan pelancongan pantai: Kajian kes di Pantai Irama Bachok, Kelantan. *Proceedings of International Conference on Economics 2017* (ICE 2017), 480-492.

Velan Kunjuraman, Rosazman Hussin & Abdul Rahman Ahmad. (2015). International tourist satisfaction towards tourism activities and facilities: A case study in Mamutik Island, Kota Kinabalu, Sabah, East Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, 7(1), 76-92.

Vengesayi, S., Mavondo, F. T. & Reisinger, Y. (2009). Tourism destination attractiveness: Attractions, facilities, and people as predictors. *Tourism Analysis*, 14, 621-636.

Wilkinson, P. F. (1989). Strategies for tourism in Island Microstates. *Annals of Tourism Research*, 16(2), 153-175.

COMPARISON OF THE EFFECTIVENESS OF BOARD GAME AND SONG FOR THE CHILDREN'S SPEAKING SKILL

Rabiatul Adawiyah

Faculty Human Development, Sultan Idris Education University (UPSI), Malaysia,
(E-mail: hajjahabiiy@gmail.com)

Abstract: *In this study the researchers aimed to determine the effectiveness of the board game and song used in this study as a medium to improve speaking skills in kindergarten children. As many as 40 kindergarten children aged 5-6 years who are in one of the kindergarten schools in Sumbawa, West Nusa Tenggara Indonesia, as has a description with details of 20 (50%) children included in group A and 20 (50%)) the children were included in group B where these two groups were involved as respondents in this study. This research is an experimental type of research using a static group pretest posttest design. Meanwhile, in this study, the researcher used t-test to get the research value and analyzed it with SPSS 22 for windows. The results of the research from the two groups have a significant difference which is based on the overall final score between songs having a value of 6% greater than the board game. Thus, it can be concluded that board games and songs have their respective effectiveness in improving children's speaking skills, but song media has a greater influence when compared to board games.*

Keywords: *board game, song, speaking ability, children*

Introduction

Speaking is one of the skills that can be said to have a very difficult level for everyone to master. This is because some of the children have a fear of saying a word in speaking which the children think will make a mistake when they express themselves in speaking. Hughes (2011) states that there are several factors that can cause young students to have a fear of expressing some ideas when speaking, which is that they must speak fluently, have good grammar, vocabulary, pronunciation and understanding when they speak fluently. some people (Hughes, 2011). Thus, if young learners are aware of these five elements, they will be fluent in speaking English. However, the desire of every child to realize mastering speaking is not that easy. Therefore, the task of an English teacher or teacher in a school is to make the teaching process interesting, so that it can increase the enthusiasm of young students and they can easily develop their skills to be confident to speak in front of the class or around it. In addition, the purpose of a teacher or teacher in teaching speaking is to increase the self-confidence that exists in children when interacting with people around them.

As we know that children love to play and really like to see interesting pictures and listen to songs that make them interested in learning. Therefore, the use of songs and games is recommended in the learning process that involves children. Apart from that, songs and games can also easily attract children's desire to speak well based on the five components of speaking. However, as a teacher we must pay attention to several types of games that are in accordance with the wishes of students and the age of students to achieve good speaking skills. Charla

(2017) states that in forming several types of games, it is highly recommended for teachers or teachers to make games based on the development of each child. Thus, it can be concluded that in this study the board game is one of the games that will be a medium to improve children's language development, especially speaking skills.

Board games can help children gain some knowledge such as distinguishing colors, shapes, numbers, and even being able to distinguish letters. In playing board games, children will easily communicate with several people because board games trigger them to participate and generate ideas actively and spontaneously when playing. Chou (2017) states that board games are games that can provide a motivation for children to communicate well through body language or spoken language, besides that board games are also able to provide comfort for every child when playing while learning. Apart from that, songs can also be used to encourage children's enthusiasm in learning speaking skills, and also to initiate innovation.

Song is one of the media that dances and is fun for children because the presence of a song in the classroom will attract them to learn whether it is learning based on the vocabulary in the song given by the teacher when doing class learning. Shin (2017) states that the use of songs in learning that involves children should be in accordance with their learning style, namely an interesting and fun class. This can be done by a teacher to minimize boredom in children during learning activities in class.

From the explanation, it can be concluded that children will speak well based on communicative competence if an educator who educates children is able to provide appropriate media or strategies to attract their interest. Therefore, in this study the researchers applied board games and songs to develop the speaking skills of kindergarten children.

Problem Statement

Research focuses on speaking skills in children. Bordin and Renblad (2019) stated that there are still many kindergartners who still have some problems in interacting. The development of children in communication is still poor. In addition, they also need more support and motivation so that they can speak well in learning, especially in foreign languages.

Sharma (2018) argues that there are several factors that often cause a child's delay in speaking including several things, namely the lack of strong or appropriate ideas to tell others, lack of self-confidence, lack of proper vocabulary to express ideas and most importantly lack of an interesting method, technique or teaching that triggers children's speech.

Therefore, as an educator or teacher we must pay attention to what children want first so that they can improve their speaking skills in the classroom. It can be said that teachers should provide methods or media that can attract children's attention so that they want to learn and improve their abilities. Rao (2019) stated that teachers must understand some of the problems faced by children in learning, especially in English, besides that a teacher must also apply various good strategies in the classroom in order to improve children's English speaking skills. So in this study the researchers tried to overcome the problems that exist in the speaking skills experienced by kindergarten children by providing media that interest them by using board games and songs to see the improvement of their speaking skills.

Literature Review

As we know that it is very important for everyone or students to acquire speaking skills for communicative purposes (Iman, 2017). Speaking is usually imitative and reproductive providing students to practice language patterns and communication properly and correctly with the interlocutor (Becker & Roos, 2016).

The Importance of Speaking Skills for Children

The ability to speak is one of the things that has become a matter of concern among students because speaking is an ability that is very difficult to master. Rao (2019) reveals that in this modern era the ability to speak plays an important role for everyone in expressing new desires or ideas for the desired goal. In addition, the ability to speak a language must be mastered in this global worlds, this is because the ability to speak can direct the other person to understand what we are saying. It can be concluded that if everyone does not master the ability to speak, it will be very difficult to express ideas, even it will be very difficult for people to compete in the global market. Therefore, speaking skills must be learned from an early age so that later children can easily compete anywhere, both now and in the future.

Language Development Theory

In this study, researchers followed several theories that were in accordance with this research, including socio-cultural theory and transformative theory. Socio-cultural theory which is a basic theory in language, especially in speaking skills. Then the transformative theory is also a supporting theory that forms the basis for language skills, especially speaking skills.

Vygotsky's Socio-Cultural Theory

Based on the theory, socio-cultural plays a central role in the social process of developing individual knowledge where we can see that everyone's knowledge can be seen from how they get meaning from their knowledge and then created it in a social context (Eko and Endro, 2019). Therefore, Vygotsky believes in the role of language as the most important tool for accessing social knowledge as well as providing broad insight for any new ideas from new ideas. Thus, teacher learning in learning is mediated by language

Chomsky's Transformative Theory

Based on the transformative theory this theory provides a process facility in an acquisition of the first language and children do not acquire language principles which are common among all languages but he is born with knowledge of those principles and they are part of his genetic predisposition (Mehdi, 2003). Fatemeh and Ali, 2017). Children have to learn different parameters between languages. It can be concluded that not all things can be created instantly, but it has a very long process, both gene-based abilities.

Board Game Theory

Learning while playing is very important to use in children's learning activities because children are still very vulnerable to a game that they think is very interesting. Board games are one of the important media to provide skills and hands-on knowledge development for people of all ages in all subjects from children to adults. Well-designed games not only create an atmosphere that attracts players' interest, but also provide a fun environment that remains focused on content and reinforces and applies learning (Tharrenous, Anna and Maria, 2021).

Song Theory Based On Howard Gardner's Theory Of Intelligence

Music Intelligence

Lately, music has a strong bond in everyday human life where music is one of the media that is often listened to in a sad or happy state. Music is believed to help people understand their intelligence.

Musical intelligence is a type of intelligence that can identify the tone, rhythm, and emotional side of the sound so that it can create the atmosphere desired by every listener (Sener and Cokcaliskan, 2018). There are several examples of musical intelligence, namely the existence of singers and even musicians who contribute their ideas to listeners so that musicians create and express ideas directly or indirectly.

In this study, the researcher wanted to see the extent to which children always listened and imitated the songs they saw and heard by generating their ideas based on songs or songs to others to improve their speaking skills.

Linguistic verbal intelligence

The ability found in humans to convey ideas or feelings that are being experienced, by expressing them through language or through communication with the environment is part of the definition of linguistic verbal intelligence.

Language Intelligence or Verbal-Linguistic is one type of intelligence that is owned by every child. Then, verbal-linguistic intelligence is the intelligence that is most often used in daily activities when you want to convey something. In other words, verbal-linguistic intelligence is intelligence that is associated with the ability to perform and understand information and communication from the interlocutor, both in spoken and written form that is able to make people who hear and those who convey depend on each other (Nur 2017). Everyone in this world agrees that language is the most important thing in human life because they communicate with other people using either Indonesian, English, or other languages that are mastered by someone. That's why the ability to speak is a very important skill.

This research improves children's speaking skills so that children can show their linguistic intelligence to others. In addition, children will be able to process language or words when they want to communicate with other people.

Theory of Language
- Vygotsky
- Chomsky

Theory of Play and Theory of Musical
- Piaget
- Gardner

↓

Comparison of board game and song for children speaking skills

↓

Effectiveness Of Communicative Competence

Figure 1 Theoritical Framework

Methodology
For this study, the researcher used a pre-experimental design with the type of Static Group Pretest Posttest Design. Fraenkel and Wallen (2012) stated that the static group pretest-posttest was different from the static group comparison design. In this study, board games were given to group A as a learning medium and group B to songs as a learning medium.

In this study, the researchers focused on selecting children aged 5-6 years in Bina Insan Kindergarten to be respondents because Bina Insan is one of the schools in Indonesia that is related to the problems in this study. As previously explained, this study used purposive sampling regardless of gender or family background.

Table 1 The Sample of This Study

Class	**X**		**Y**	
Age	5-6 years ld		5-6 years old	
Gender	Male	Female	Male	Female
Number	9	11	8	12
Total	20		20	

Based on the table above. Researchers involved two classes. Both of these classes have a sufficient number of samples to conduct experimental research in which the first class has 20 children (50%) and the second class has 20 children (50%). According to Sekaran (2003), in experimental studies, the sample involved in the comparison can be made up of at least 10 to 20 people.

Validity and Reliability
In this study, the validity and reliability included song instruments and speaking tests, pre-test and post-test. Instrument validity refers to the suitability and correct meaning for use in conducting research. In this study, the researcher used an instrument assessment form consisting of three parts, namely part A which summarizes the background of the expert, part

B is the questions related to the board game and song instruments, then part C is the last part which contains the questions. pre-test content and post-test speaking skills. In conducting this research, the researcher appointed three experts to assess the validity of this research instrument.

Table 2 Experts' Background

Expert	Expert in the Field	Position	Years of Experiences
1	Kindergarten Education	Lecturers	15
2	Kindergarten Education	Lecturers	18
3	English Education	Lecturers	17

The implementation of this research started from October, November to January to ensure that the children in group A and group B really received the learning as designed in the lesson and were not affected by other speaking learning methods. In this study the researchers did not use December to conduct research because that month the school was on semester break, so the researchers continued the research until January 2021.

Data Analysis Procedure

To perform data analysis, researchers used statistical tests, including normality test, Paired Sample t-Test and Independent Sample t-Test. As for more details, it can be seen based on the statistical table below.

Table 3 Statistical Test to Answer the Research Questions

Research Questions	Statistical Test
1.1 What extent is the effectiveness of board games on the speaking skill of children at Bina Insan Kindergarten Sumbawa Indonesia?	**Uji Normalitas dan *Paired Sample t Test***
1.2 What extent is the effectiveness of songs on the speaking skill of children at Bina Insan Kindergarten Sumbawa Indonesia?	
1.3 What extent is the significant comparison of effectiveness between board games and songs on the children's speaking skill at Bina Insan Kindergarten Sumbawa Indonesia?	***Independent Sample t Test***

Results

The results of data analysis after the research was successfully carried out. Accordingly, this chapter presents an in-depth analysis of the use of board games and songs in improving speaking skills in children aged 5-6 years. Some of the findings of this study were carried out based on sub-topics to answer all research problems stated below:

1.1 To what extent is the effectiveness of board games on children's speaking skills in Bina Insan Sumbawa Indonesia Kindergarten?
1.2 To what extent is the effectiveness of songs on children's speaking skills in TK Bina Insan Sumbawa Indonesia?
1.3 How significant is the comparison between the effectiveness of board games and songs on children's speaking skills in TK Bina Insan Sumbawa Indonesia?

Table 4 Summary Of Normality Test From The Analysis Data

Variable	Sig.	Decision
Pretest of speaking skill for group Board game (A)	0.200	Normal
Posttest of speaking skill for group board game (A)	0.229	Normal
Pretest of speaking skill for group song (B)	0.124	Normal
Posttest of speaking skill for group song (B)	0.222	Normal

Based on table 4.2. It can be concluded that the normality test in this study as a whole has a significant value > 0.05, so it can be concluded that the normality test is normal.

Table 5 The Results of The Analysis of The Paired Sample T Test Based on The Sig Value (2 Tailed)

Variable	Sig(2 tailled)	Decision
Speaking conclusion	0.00	$H_a$accepted

The results of the paired sample t-test analysis on speaking ability resulted in a value that had a significant difference of 0.00. From these results it can be concluded that Ha is accepted and Ho is rejected.

Table 6 The Summary of The Analysis Results from The Significant (2 Tailed) Independent Sample T-Test

Final result of significance (2 tailled)	Decision
.000	H_a accepted

Based on table 4.6 above, it can be concluded that the results of the independent sample t-test analysis are significant (2 tailed) .000 <.05. This means that there is a significant difference in point scores between group A and group B. It can also be said that based on these results Ha is accepted and Ho is rejected.

Conversation

Based on the results of the pre-test and post-test scores, it was seen that there was an increase in speaking skills for all participants involved in the study which were divided into group A and group B. This is also in line with research from Riko Ade Maulana (2019) and also Shehadeh (2016).) which proves that the use of board games and songs has the effect of improving speaking skills. In addition, their research also found differences in the level of pre-test and post-test scores of each group that was the subject of their research.

Then, the results of this study also show that the use of quantitative methods with Static Group Pretest Posttest Design has helped researchers to get different impressions of speaking ability through the effectiveness of board games and songs applied to board games. groups and groups of songs where the song has a value of 6% greater than the board game.

Reserve

Based on the research that has been done which includes the results of the research implementation, the results of the research and also the implications that the researchers convey, the researchers provide suggestions for further research. Some of these suggestions are as follows:

(i) Based on the aspect of using board games for group A (board games) which are applied to children aged 5-6 years only. In addition, its use does not need to pay attention to genres which are also caused by the Covid-19 so that researchers do not separate children's genres. Therefore, the researchers suggest that this board game should be given more attention in its application so that in addition to improving speaking skills in children aged 5-6 years, it can also improve other skills such as reading, listening and writing with children aged over 6 years or even more.

(ii) Another aspect besides the board game is the song. In this study, researchers used five songs in group B (songs) that were liked by children aged 5-6 years and even more. Therefore, the researcher suggests further researchers to add new songs where the songs are also in accordance with the interests of children, as we know there are also many good songs for children to develop their abilities, whether they are songs with the theme of professions, animals or the environment and others. This is because children get bored easily if they listen to monotonous things, so children can improve their speaking skills and other abilities in language learning.

(iii) The focus of this research is focused on the speaking ability of children aged 5-6 years which is based on five communicative competencies including fluency, grammar, vocabulary, pronunciation and comprehension. Therefore, the researcher suggests that a teacher pays attention to giving value to research subjects based on these communicative competencies and also other teachers may have a focus for children of other ages.

(iv) Then, this research also limits the research location to only one kindergarten school in Sumbawa, Indonesia, so the researcher suggests to further researchers to determine other schools or even further expand the research location, both private schools and public schools. others tried to use this media for universities to see the effect of the effectiveness of board games and songs on research subjects.

(v) In this study the researcher suggests parents to pay more attention to what their children need at home, so that they have the desire to study well and be able to develop their abilities in any field, this is because parents are the first school for every child.

References

Becker, C & Roos, J. (2016). An approach to creative speaking activities in the young learners classroom. *Journal of Education Incuiry*, 7 (1). Doi: 10.3402/v7.27613.

Bordin, J., & Renblad, K. (2019). Improvement of preschool children's speech and language skills. *Journal International Early Child Development and Care*, 1476-8275. DOI: 10.1080/03004430.2018.1564917.

Charla, A. A. S. (2017). The use of songs in the english language teaching-learning process of the 6th level basic education students at "francés" private educational institution in esmeraldas. *ICDEL Journal*, 2(1), 2550-7036

Chou, M. J. (2017). Board games play matters: A rethinking on children's aesthetic experience and interpersonal understanding. *Journal of Mathematics Science and Technology Education*, 1305-8223. DOI: 10.12973/eurasia.2017.01232a.

Chomsky, N. (1972) *Syntactic Structure*. Paris: Mouton And C.O, Printers.

Eko, P & Endro, D. H. (2019). Understanding EFL teachers' development viewed from social cultural theory vygotsky. *English Language Teaching Educational Journal (ELTEJ)*, 2 (2), 2621-6485.

Fraenkel, J. R. Wallen, N. E. & Hyun, H. H. 2012. *How to Design and Evaluate*

Gardner, H. (1993). *Multiple Intelligence: Theory in practice.* New York: Basic Books.

Hughes, R. (2011). *Teaching and researching speaking* (2nd ed). UK: Longman.

Iman, J. N. (2017). Debate instruction in EFL classroom: impacts on the critical thingking and speaking skill. *International Journal of Instruction*, 10 (4), 87-108. Doi: 10.12.973/iji.

Mehdi, D., Fatemeh, B & Ali, T. (2017). A comprative study of vygotsky's perspectives on child language development with nativism and behaviorism. *International Journal of Language Education Teaching*, 5 (2), 230-238. Doi: 10.18289/Ijlet.1748.

Nur, I. H. (2017). The actualizations of literacy learning model based on verbal linguistic intellegence. *International Journal of Education & Literacy Studies*, 5 (4), 2202-9478. Doi: 10.7575.5n.4s.42.

Piaget, J. (1962). *Play, dreamsand imitation in childhood*. New York: Nortan.

Rao, P. S. (2019). The importance of speaking skills in english classrooms. *Alford Council of International English & Literature Journal*, 2(2), 2581-6500.

Riko. A. M. (2019). The Use Of Board Game For Improving Students' English Speaking Ability. Indonesia: Bengkulu University Press.

Sener, S & Cokcaliskan, A. (2018). Investigation between multiple intellegences and learning styles. *Journal of Education and Learning*, 6 (2), 125.

Sekaran, U. (2003). *Research methods for business: A skill building approach* (4th ed.). Hoboken, NJ: John Wiley & Sons

Sharma, D. R. (2018). Action research on improving students' speaking profiiency in using cooperative story telling strategy. *Journal of Nelta Surkhet*, 5(1).

Shehadeh, I & Farrah, M. (2016). The effectiveness of using children's songs in developing elementary graders' english vocabulary and pronunciation in jerusalem, Palestine. *Journal of Creative Practices in Language Learning and Teaching (CPLT)*, 4 (2).

Shin, J. K. (2017). Get up and sing! get up and move! using songs and movement with young learners of english. *English Teaching Forum*. Retrived from: http://americanenglish.state.gov/english-teaching-forum.

Tharrenous, B., Anna, K & Maria, K. (2021). A board game proposional for teaching informatics related topics in early childhood education. *ETLTC*, 10 (2). Doi: 10.1051/202110201001.

Vygotsky, L. (1962). *Thought and language*. Cambridge, Mass: MIT Press.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

CONCEPTUAL FRAMEWORK FOR THE ADOPTION OF FINTECH PRODUCTS AND SERVICES IN MALAYSIA

Siti Rohana Mohamad[1], Nur Farahiah Azmi [2], Hasannuddiin Hassan[3], Siti Salwani Abdullah [4], Siti Nurul Shuhada Deraman [5], Siti Afiqah Zainuddin [6], Azira Hanani Ab Rahman [7]

[1,2,3,4,5,6,7] Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.
City Campus, Pengkalan Chepa, 16150 Kota Bharu, Kelantan
*Corresponding author email: *rohana@umk.edu.my*

***Abstract**: In recent years, financial technology or FinTech has gained increasing attention worldwide due to its extraordinary potential to change lives and economies. Fintech can provide a society with secure and efficient access to financial products, simultaneously enhance a country's economic growth. The aim of this study is to identify factors that influence consumers' adoption towards FinTech products and services in Malaysia. Based on the literature review done regarding adoption studies, this article suggests and justifies the applicability of Technology Acceptance Model (TAM) in FinTech adoption. From the literature review and conceptual framework, lack of perceived usefulness and ease of use of FinTech products and security concern are great challenges among Malaysian consumers. Therefore, there is a need for financial service providers to incorporate technology in their interaction with Malaysian consumers in order to encourage their participation in FinTech.*

***Keywords**: Consumer adoption, FinTech, Technology Acceptance Model*

Introduction

Financial Technology (FinTech) is a combination of an innovative business strategy and technological model to improve everyday financial services. Economically, there are payment services, the banking industry and the financial regulations which are affected by this new kind of information technology. E-wallet, cryptocurrency, peer-to-peer (P2P) lending, crowd funding, and InsecureTech have become the main financial solutions for users and businesses using FinTech technology. With the current development and standard, innovations become eminent and will be challenged by delivery channels. Besides, transaction costs will be reduced. Instead of viewing the FinTech revolution as a threat, financial institutions should view it as an opportunity (Fong, 2016). This indicates that businesses who embrace FinTech will get a competitive advantage in terms of attracting consumers and extending their business models.

According to Nakaso (2016), improvements in information technology are able to unblock and reconstruct present financial services. In the millennium, financial institutions began the process of transitioning from traditional methods of handling customers to modern-day technology bases (Gabor & Brooks, 2017). FinTech enhances the finance sector by allowing people to access financial services via mobile, social media, and the internet, rather than traditional methods such as over-the-counter transactions and teller machines (Kim, Choi, Park, & Yeon, 2016). FinTech has exploded in popularity in the West, as financial institutions are looking to improve their customers' experiences by bridging the gap between information technology and the services they provide (Truong, 2016). In the financial sector, technology is the major channel, and it would be a chance for them to investigate the efficiency of offering better experiences and accessibility to consumers (Devadevan, 2013). However, in order to adopt FinTech services, the financial sector must first understand consumers' level of acceptance towards the adoption of technology in financial services. Hence, this study attempts to understand the intention of Fintech adoption by studying the factors that influence the acceptance of FinTech to help financial service providers to utilize potential opportunities through innovative strategies.

Literature Review

Adoption of Fintech

Due to the of the rapid growth and change in information technology, Ryu (2018) states FinTech has become an important and interesting topic. It adds value to the finance world by enabling users to access financial services via mobile, social media, and the internet, rather than traditional types of transactions such as over-the-counter transactions and teller machines (Kim, Choi, Park, & Yeon, 2016). Within the perimeter of FinTech, the services offered continue to challenge and cater to the attitudes of consumers who are willing to accept new technology products in order to acquire market opportunities. Responding to new technology, modern transformations, and millennium generations, financial institutions are now developing new technology applications with significant market potential. Hence, this study will explore whether Fintech adoption can be influenced by perceived ease of use, perceived usefulness, and security concern.

However, it is a loss to note that despite the fact that FinTech has been widely used in countries such as China, Korea, India, Finland, and the United Kingdom (Chua, Lim, & Aye,2019), FinTech adoption in Malaysia is still in its early stages (Chua et al., 2019). Furthermore, in the Malaysian context, the intention to adopt FinTech remains unexplored (Chua et al., 2019; Ghazali & Yasuoka, 2018). Hence, this opens up the opportunity for this study to be conducted in enriching the knowledge in our local FinTech area of study and enhance the scholarly experience of our local FinTech experts and industry players.

The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was developed by Davis (1989), and has been confirmed by several studies from the time it was introduced. According to TAM, there are two main constructs that identify an intention to adopt a technology. These are perceived ease of use and perceived usefulness. Extensive research works have demonstrated that the TAM model is widely applicable and has the explanatory power in many different fields such as agriculture, sociology, education, marketing, and information technology (Agarwal et al., 2000; Park, 2009).

The proposed research framework is adapted from TAM based on two components which are perceived ease of use and perceived usefulness. However, there is a limitation of TAM, in which it forgoes the need for security (Shin, 2010) in explaining technology acceptance. Therefore, the proposed framework in this study further adds security concern from technology adoption risks models. According to Gupta and Xu (2010), security concerns in adoption intention may be split into two independent variables which are technology risk and safety awareness. While both are relevant to adoption intention, users will place a greater emphasis on safety awareness than on technology risk. This study would contribute to the expansion of the theory of TAM in understanding the factors that contribute in the context of Fintech adoption. Figure 1 demonstrates the research framework of this study.

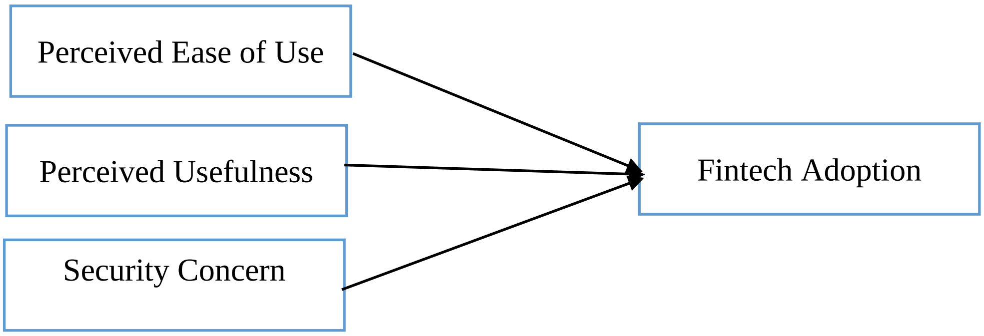


Figure 1: A conceptual framework

Factors that influence the adoption in Fintech

Perceived Ease of Use

According to Davis (1989), perceived ease of use is the degree to which a person believes that online transactions via mobile banking would be effortless. The perceived usefulness and perceived ease of use are important in explaining users' intention and behaviour towards the use of new technology. Kim et al. (2016) have discovered that among the factors that explain the acceptance of mobile banking, perceived ease of use is described to have significantly influenced consumers' acceptance of information technology.

Mun et al. (2017) have highlighted perceived ease of use to have a significant effect on the consumers' intention towards adopting mobile payment services. They came to the conclusion that making a designed system simple to be used would boost consumers' desire to use mobile banking. Besides, perceived ease of use can be defined as a customer's ability to use new technology without having to learn a new skill. Similarly, Chen (2016) has observed the scenario of Fintech development in China and concluded that mobile technology had the most user-friendly interfaces. In addition, Huei, Cheng, Seong, Khin, and Bin (2018) did a preliminary study on FinTech in Malaysia. They have discovered that perceived ease of use has the potential to influence customers' attitudes toward the intention to use FinTech goods and services.

Perceived Usefulness

The perceived usefulness of a new technology is important in convincing potential users that it can be easily adopted. According to TAM, the level of confidence a person has in using a specific system to improve his or her performance in a job or task is referred to as perceived usefulness. For instance, Chuang et al. (2016) have stated that perceived usefulness has been a key component in motivating customers to accept new technology as long as the job is accomplished more efficiently and according to the standards in their business. Similarly, perceived usefulness has a significant influence on consumers' trust in a mobile wallet payment service (Chang et al., 2018).

Kim et al. (2016) have asserted that the perceived usefulness of FinTech is the most applicable for practical purposes such as checking account balances and transferring funds. As mentioned by Moslehpour et al. (2018), individuals frequently evaluate the implications of their actions and make decisions based on the desirability of perceived usefulness. Furthermore, customers will evaluate their satisfaction while conducting financial services through a technological platform, so perceived usefulness has a positive impact on their intention to use FinTech.

Security Concern

Security concern has always been a major factor in FinTech adoption (Tseng et al., 2017). According to Ogbanufe and Kim (2018), one of the cornerstones in settling and processing financial transactions is the security and confidentiality of personal data. Their research has discovered that the loss of personal information might lead to unfavourable perceptions and inhibit technology adoption.

Security issues have become an obstacle to the adoption of mobile payments, as this type of transaction requires the disclosure of highly personal and sensitive financial information (Taherdoost, 2018). Besides, consumers will consider if technology providers are willing and able to secure their financial information from hackers when it comes to security issues, which include both private information and action measures. Concerns about security has become a debatable topic, posing a barrier to technological adoption (Ogbanufe & Kim, 2018).

Conclusion

This concept paper provides a theoretical discussion on the adoption of Fintech in the past and present. Based on the literature reviews that have been conducted regarding adoption studies, this article then suggests and justifies the suitability and applicability of Technology Acceptance Model, and proposes a conceptual framework in Fintech adoption. It can be observed that lack of perceived usefulness and ease of use of FinTech products and security concern on acceptance of Fintech products are great challenges among Malaysian customers. Hence, there is a need for the financial service providers to enhance their marketing efforts by integrating more technology applications in their interaction with customers in having more of their participation in FinTech. This study further recommends the conceptual model with the independent and dependent variables to be tested for relationships and to confirm the model fit upon the collection of the research data.

References

Agarwal, R., Sambamurthy, V. and Stair, R.M. (2000). The Evolving Relationship Between General and Specific Computer Self-Efficacy - An Empirical Assessment. Information Systems Research, 11(4): 418-430. Available at: https://doi.org/10.1287/isre.11.4.418.11876.

Chang, Y.P., Lan L.Y. and Zhu, D.H. (2018). Understanding The Intention to Continue Use a Mobile Payment. *International Journal of Business and Information*, 12(4): 363-390.

Chen, L. (2016). From Fintech to Finlife: The Case of Fintech Development in China. *China Economic Journal*, *9*(3), 255-239.

Chua, C. J., Lim, C. S., & Aye, A. K. (2019). Factors Affecting the Consumer Acceptance towards Fintech Products and Services in Malaysia. *International Journal of Asian Social Science*, *9*(1), 59-65.

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly, 13*(3), 319-340.

Devadevan, V. (2013). Mobile Banking in India-Issues & Challenges. *International Journal of Emerging Technology and Advanced Engineering, 3*, 516-520.

Fong, V. (2016). The Emergence of Fintech: Where Does Malaysia Stand? *Fintech Singapore*. Retrieved from http://fintechnews.sg/5370/malaysia/the-emergence-of-fintech-where-does-malaysia-stand/

Gabor, D., & Brooks, S. (2017). The Digital Revolution in Financial Inclusion: International Development in The Fintech Era. *New Political Economy, 22*(4), 423-436.

Ghazali, N. H., & Yasuoka, T. (2018). Awareness and Perception Analysis of Small Medium Enterprise and Start-Up Towards Fintech Instruments: Crowdfunding and Peer-To-Peer Lending in Malaysia. *International Journal of Finance and Banking Research, 4*(1), 13–24.

Gupta, S., & Xu, H. (2010). Examining the Relative Influence of Risk and Control on Intention to Adopt Risky Technologies. *Journal of Technology Management & Innovation, 5*(4), 22-37.

Huei, C. T., Cheng, L. S., Seong, L. C., Khin, A. A., & Bin, R. L. L. (2018). Preliminary Study on Consumer Attitude towards Fintech Products and Services in Malaysia. *International Journal of Engineering & Technology, 7*(2.29), 166–169.

Kim, Y., Choi, J., Park, Y., & Yeon, J. (2016). The Adoption of Mobile Payment Services for "Fintech". *International Journal of Applied Engineering Research, 11*(2), 1058-1061.

Moslehpour, M., Pham, V. K., Wong, W. K., & Bilgiçli, I. (2018). E-Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Perceived Ease of Use. *Sustainability, 10*(1), 234.

Mun, Y.P., H. Khalid and D. Nadarajah. (2017). Millennials' Perception on Mobile Payment Services in Malaysia. Procedia Computer Science, 124: 397-404. Available at: https://doi.org/10.1016/j.procs.2017.12.170.

Nakaso, H. (2016, November 18). *FinTech - Its Impacts on Finance, Economies and Central Banking.* [Transcript]. Retrieved from https://www.boj.or.jp/en/announcements/press/koen_2016/data/ko161118a.pdf

Ogbanufe, O., & Kim, D. J. (2018). Comparing Fingerprint Based Biometrics Authentication Versus Traditional Authentication Methods for E-Payment. *Elsevier Decision Support Systems, 106*, 1-14.

Park, S.Y., 2009. An Analysis of the Technology Acceptance Model in Understanding University Students' Behavioral Intention to Use E-Learning. Educational Technology & Society, 12(3): 150-162.

Ryu, H. S. (2018). Understanding Benefit and Risk Framework of Fintech Adoption: Comparison of Early Adopters and Late Adopters. *Proceedings of the 51st Hawaii International Conference on System Sciences*.

Shin, D. H. (2010). Ubiquitous Computing Acceptance Model: End Use Concern about Security, Privacy and Risk. *International Journal of Mobile Communications, 8*(2), 169-186.

Taherdoost, H. (2018). Development of an Adoption Model to Assess User Acceptance of E-Service Technology: E-Service Technology Acceptance Model. *Behaviour & Information Technology 37*(2), 173-197.

Tseng, J. T., Han, H. L., Su, Y. H., & Fan, Y. W. (2017). The Influence of Intention to Use the Mobile Banking-The Privacy Mechanism Perspective. *Journal of Management Research, 9*(1), 117-137.

DETERMINANT FACTORS THAT INFLUENCE TOURISTS TO TRAVEL AS BACKPACKERS

Abdul Rusman Hassanul Basri, Adlina Sharuddin, Muhammad Haikal Mohamad Fahimi, Nesha Manivannan & Roslizawati Che Aziz

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding author: roslizawati@umk.edu.my

Abstract: *Tourism is the most fastest growing industry in the world. This study will explore the motivation factors that influence tourists to travel as backpackers in Malaysia. Backpackers is a type of travellers that travel with his or her own decision without using the tour guide services, without using travel agencies as intermediaries and backpackers is the most independent traveller. As backpackers, risk always be an issue but their motivation will help them to keep travelling. This study will examine the relationship between push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S) and autonomy (A)] with motivation to be backpacker's travellers among tourist in Malaysia, to examine the relationship between pull factors [gastronomic experience (GE), nature (N), low-budget (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia and to determine the most influence factors that motivate tourist to be backpacker's traveller in Malaysia. The quantitative method being used which is by using questionnaires through Google Form and 218 respondents were administrated among random respondent with backpackers travelling experience. The questionnaire consisted of 45 questions and divided into three sections that is section A, section B and section C. The data has been collected and analysed by using SPSS. The finalized result shown that both push factors and pull factors are related with respect to motivation to be backpacker's travellers among tourist in Malaysia. The most influence factors that motivate tourist in Malaysia to travel as backpacker's traveller in Malaysia is push factors. It is recommended to emphasize the need for a more detailed division of backpackers in order to identify their interest and preferences. By understanding the characteristics of backpackers and investigating their travel motivations, the responsible organization will have the chance to cater to the demands of backpackers who have made a crucial contribution to the travel industry.*

Keywords: *Backpackers, Motivation Factors*

Introduction

Tourism industry can be defined as an activity to visit some places with own purpose. Besides, tourism also referred to as the temporary movement by some people to the destination, outside normal places of labour and therefore the environment, the activities undertaken during stay in those destination. According to United Nations World Tourism Organization (2008) tourism industry consists social, economic and cultural phenomenon that entails the movement of people outside or countries for personal or business purpose. It referred to all activity related to the short-term movement of people to destination, places and locations away from where usually reside. In addition, there are several type tourisms such as ecotourism, health tourism, sport tourism, cultural and heritage tourism, educational tourism and business tourism MICE which is meeting, incentive, conferences and events.

Tourism industry is one among the most important industries and therefore the economies of the many nations are driven to an outsized extent by tourist trade. Besides, tourism industry also offered a wide range of benefits for few countries to attract many visitors. In this, tourism industry also provides a large number for some works for people. In addition, tourism also known as one of the world's fastest-growing industries, major foreign exchange, and employee generation for many countries in the world. Moreover, tourism also related with a few activities have grown and changed. Tourism industry has potential to improve the business, create the opportunities for entertainment and to improve the value of a currency. Tourists can be defined as a person who travels away from home for business, leisure and for other purpose for longer than a day but less than a year. An excursionist also can be defined as a person who arrived at the destination, location or place at departs on the same day. Besides, tourist is a widely used and well-recognized term in industry and social media as public narratives about tourists that have been constructed with the development of tourism (e.g, Boorstin, 1964; Leiper, 1983). Next, the definition of tourism and tourists in IRTS 2008 were applied for domestic and international tourism with more specific criteria to be developed the individual country context (UNWTO, 2008a). According to The United Nations World Tourism Organization (1995) the further definition for tourists also divided into three categories domestic, inbound and outbound for instance. Thus, tourists have been categorized as the key of elements of the tourism industry.

Tourists also classified, consistent with need and reason for travelling into a couple of broad categories business and professional tourist, leisure and holiday tourist, tourists travelling to meet friends and relatives and youth tourist including backpacker and gap your travellers for instance. Tourists have a good range of budgets and tastes, sort of accommodations to possess been developed to cater for them. This is because, each tourist also has own taste and choice for all the accommodations and the activities. Tourists travelling for business and professional reasons also divided into four categories such business tourist, education tourists, health or medical tourists and incentive tourists. Business tourism is travel which is involves undertaking business activities and travel for business purpose. The business tourism activities are Meetings, Exhibitions and Special Events (MESE). Besides, education tourists are about travel to attend a place of learning in another place, town, city or country. The reason for education tourists is to improve a qualification and skills. For health or medical tourists travel who want to visit and relax for a holiday spa, needs medical special treatment that only available away from home. For example, some tourists went to Malaysia to get better treatment because the facilities are good and have experienced staffs at the hospital.

Categories for tourists are tourists travelling for leisure and holiday reasons. This is also included sports, holiday and cultural tourism. The leisure tourism has emerged strongly owing to changes the lifestyle. These categories tourists are divided into four categories such as adventure tourists, cultural tourists, eco-tourists, leisure tourists, sport and recreation tourists and Special Interest Tourists (STI). Adventure tourists is an exciting experience. There are several activities such as river rafting, bungee jumping, skydiving and rock climbing. Next, cultural tourists is people who want to experience different cultures in another place, city, town and country. For instance, the International Jazz in Cape Town.

According to Pearce (1990) he is the first one that introduced the term of backpacker into academic literature. Backpackers also can be defined as a preference for low budget travel especially in term of accommodation and social interaction with other travellers. Backpackers can be interpreted as someone who loves to explore something new with different destination and activities. Backpackers also famous with their flexibility foods, activities and accommodation and they more likely prefer to choose Bed and Breakfast (B&B) as their first choice when travel. Furthermore, backpackers can be defined as a preference for independently people when travel, always choose budget accommodation, longer rather than holiday and am emphasis on participatory holiday activities (Nash 2006). Backpacker's trips are overnight and last from one weekend up to one week long. Thus, these backpackers more typically been characterized for young people around 20s and above.

Solo travel used term which is only one-person arrival status. Solo travel is basically type one of traveller. Besides, solo travel can be either single or in a relationship. The purpose for solo travel is because they wanted to look around the places, sightseeing and because of the best destination that people suggested. There are several reasons for solo travel. One of the reasons is to learn about the new culture by meeting new people. Unlike backpacker, solo travel more tends to make a travel schedule and following the schedule as planned. They wanted to feel more freedom and enjoy the life during travelling. Solo travel also gives chance for self to have their own time by enjoying the nature and gain more experiences for self and encourage them to travel around the world. As what has been said by Wilson (2004), some people choose solo travel because it requires more freedom while having the itinerary and organizing trips during travelling.

Backpackers also visited the best and popular attractions at the destination they went while other tourists and some backpackers preferred to do some quite adventure activities during travelling as their part of wish list although it might different with what other travellers did. During travelling backpacker's activities are always based on the budget they can afford. Thus, the main purpose of this study is to examine the relationship between push factor and pull factor towards the motivation to be backpacker's traveller among tourist in Malaysia.

Significance of the study

At the end of the research, findings of this study might be able to help the relevant parties involving in planning and development to structure products and services that suit the backpacker tourists. Hopefully, information obtained from this study will directly or indirectly contribute to the growth of Malaysia' tourism industry by promoting the backpackers to travel in Malaysia. By distinguishing the most elevated push and pull travel motivational factors for backpackers', this research might offer a better understanding of the current trend among backpackers in Malaysia.

The backpacker is chosen in this study because the backpacker tourism has effects on destinations reached ranging from economic, environmental, technological, socio-cultural and political benefits, among others. The backpacker tourist touch on the areas of their destiny by reaching in a variety of ways and differently too (Hannam & Ateljevic, 2007). According to some researchers, backpacking tourism is a phenomenon that produces an extensive contribution to both developed and developing countries (Richards & Wilson, 2003; Scheyvens, 2002, 2006). This is so since backpackers spent an enormous part of their expenditure at the destination and give direct financial advantages to the host populaces.

Literature review

Tourism Industry, Tourist and Backpacker

Tourism industry or also known as travel industry is people travelling to other state or country for leisure, social or business purposes (Martin, 2007). Tourists also known as a someone who travels at least for 80 km and above from home and location for at least 24 hours for business, leisure and some purpose to do (LinkBC, 2008, p.8). People who lean toward spending convenience, more extended occasions, schedule flexibility, meeting different explorers, and association in participatory activities (Chen et al., 2014).

Push Factor

Push factors have been conceptualized as inspirational factors or needs that arise because of a disequilibrium or strain in the persuasive framework. That is, as factors that persuade or make a craving to travel (Yuan & McDonald, 1990). There are seven items under push factor that are host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A). Host-site Involvement (HI) is one of the motivations that motivate travellers to travel as backpacker. Some traveller doing travelling activity to learn about other cultures. Learning pathways are not always dictated by membership in a racial group as it can be by exposured and lived experiences that an individual acquires these preferences (Boykin et al., 2005). To learn about other culture is not that can be learn with formal learning process. People also doing travelling activity to explore other culture, to interact with the local people and to get authentic and genuine experiences. To learn other cultures, it is best to experience it with travelling to the place and learn from the people itself and experience the culture itself.

In Maslow's Motivation Model, Self-actualization (SA) is ranked first. SA is more focused on personal needs of growth and the present throughout a person's life. According to Kendric et al., (2010), self-actualization leads people is personal ways and it is because of the uniqueness of each individual. Self-actualization is something that can be achieved by everyone as long as they work for it (Kendric et al., 2010). There are some characteristics of SE and one of the characteristics of it is peak experience. Since self-actualization by Nuraini and Shamsul (2017), means to learn about personal information and gained new individual perspectives. This proves that each individual is unique and can become a better of them. Some people or travellers travel to escape from their daily routine, everyday duties and they have no worry about the future. People are not a robot that does not need rest and can repeat same activity every day. People needed a rest and need to mentally calm so that they can be more active, more efficient and more productive for the other day in the future. People need to escape their daily life or routine and as it became motivation for them to travel so they can destress themselves. According to Westman and Etzion (2001), vacation relief decreases psychological and behavioral strains caused by job stress. This proves that people motivated themselves to escape from daily routine to travel and release their stress.

To travel means the experience will increase and it is the time to create memories. Few people will do something just to be recognized by others especially friends. Travel experience sometimes can impress friends and family because some travel sites might be others dream to travel to that site. This will be a worthy experience for traveller to share with others. Some people wanted to be recognized and it motivated them to do something so they can be recognized by the others. Pearce and Lee (2005) in their theory "Travel Career Patterns", they mentioned the recognition as one of the motivation factors. As according to Ekinci's (2003), work reflects a recognition and it is what recognition means. Traveller has been travelling around the world in order to impress their friends of what they already did. Travel means it is a chance of getting new friends. VF is a push factors that motivate people to travel and get new friends. People also wanted to create joy and value for the local people also to perform charity work. This kind of things motivate people to travel. There are some people that travel to do charity or to help other in needs by volunteering. By doing the volunteering activities, it is also can introduce traveller to the new friends. Both volunteer sector and international tourism experienced significant growth during the late 20th century (Callanan & Thomas, 2005). This is because the volunteering projects has shown a good increasing of traveller and traveller who wanted to join the volunteering project.

Everyone in the world might have experience of travelling even once in their life. Some people travel to a place that might be only can be done once in a lifetime. This motivates them to travel because they can explore something new and can explore the unknown. To have a fun during travel is a normal because to be at the other places is not something that can be done every day. According to Billy and Clark (2009), vital motivational factor that can be stimulated by affective states and can also induce travel intention. This prove that there are people who are motivated by stimulation. Autonomy is a motivation for traveller to travel by own trip planning. Autonomy also can make the traveller travel and do what they wanted by their own risk. It also teaches the traveller to be more independent because every plan on the trip is own planned and the trip also make the traveller feel free because traveller needs only do things to what they wanted. People motivated because they can travel by their own plan and they can do what they wanted to do without referring to other to do what kind of thing during the trip. Backpackers preferred to discover new places in independent and alternative ways (Anish, Insha and Jose, 2018). The alternative ways and independent is a self-planned trip because changes will not be a problem.

Pull Factor

Pull factor may be a geography term that will discuss about the factors that attract people to a rustic, region, religion, organization etc. It’s the other of a push factor, which involves conditions that motivate one to go away. Used in geography and globalization, pull factor is a positive term used to explain what makes a place attractive to those migrating from a different land (Safeopedia, 2015). There are five items under the pull factor that is gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA). Gastronomic Experience (GE) can only be experienced in other places. A curiosity of trying different food culture, taste a food prepared in other culture will motivate people to travel and it will bring them the GE. To try something new and rare that can only be found and do in certain places will always motivate people who really wanted to try something new. That is why there are certain people motivate themselves to travel just to get gastronomic experience. 17% of the leisure travel market or 27 million individuals engaged in some form of gastronomy activity while travelling (Smith and Costello, 2009). This means that many travellers are being motivated by GE to travel.

Every place in the world have a different nature and it became motivation for people to travel. People will have a feeling to try something new and experiencing it and to feel the new nature and different nature will motivate people to travel. The best part of nature that become motivation for people to travel is because there will be a chance to see a beautiful nature scenery. Every different nature will have different type of beautiful in scenery. Nature-based tourism has been reported to be growing three times faster than the tourism industry as a whole

(WTO 2004, cited in Hill & Gale, 2009:54). This shows that nature motivation is very effective to motivate people to travel. To travel, it is important to prepare enough money and information so that it can save the travel cost because it helps to travel far without paying fortune. Information also can help to get the cheap way to travel. Travel on low budget but getting many travel experiences can be done if there are enough information collected. People will be motivated if they know that they can travel to somewhere far, but it will cost a small amount of money but in will not affect the experience of travelling. According to Nuraini and Samshul (2019), between the repeated, first-time and serial backpackers, repeated backpacker has the highest vote on LB as a motivation. This means that people will travel with a low budget so that they can experience many travelling moments all around the world. As mentioned before, budget travel and independent have become the development of the backpacking phenomenon (Pearce, 2009). This is where the backpacking activity have become bigger and be known by many travellers.

To travel, it is important to prepare enough money and information so that it can save the travel cost because it helps to travel far without paying fortune. Information also can help to get the cheap way to travel. Travel on low budget but getting many travel experiences can be done if there are enough information collected. People will be motivated if they know that they can travel to somewhere far but it will cost a small amount of money but in will not affect the experience of travelling. According to Nuraini and Samshul (2019), between the repeated, first-time and serial backpackers, repeated backpacker has the highest vote on LB as a motivation. This means that people will travel with a low-budget so that they can experience many travelling moments all around the world. As mentioned before, budget travel and independent have become the development of the backpacking phenomenon (Pearce, 2009). This is where the backpacking activity have become bigger and be known by many travellers.

Most of the places in the world can be visited without any problems and some of it will need information and knowledge. This is because, there are some places in the world that preserved. People will sometimes have a feeling to experience something different and preserved area is something different from the others. Every location in the world also has a different type of landscape, climate and many more. The differences of the "ecology zone" will make people motivated to travel to that place. Lastly is to experience awe-inspiring landscape. There are some places that will make the traveller excited and it will help to motivate people to travel. Correia et al. (2007) identified the travel motivations to exotic destinations: knowledge, leisure, socialization, facilities, core attractions and landscape features.

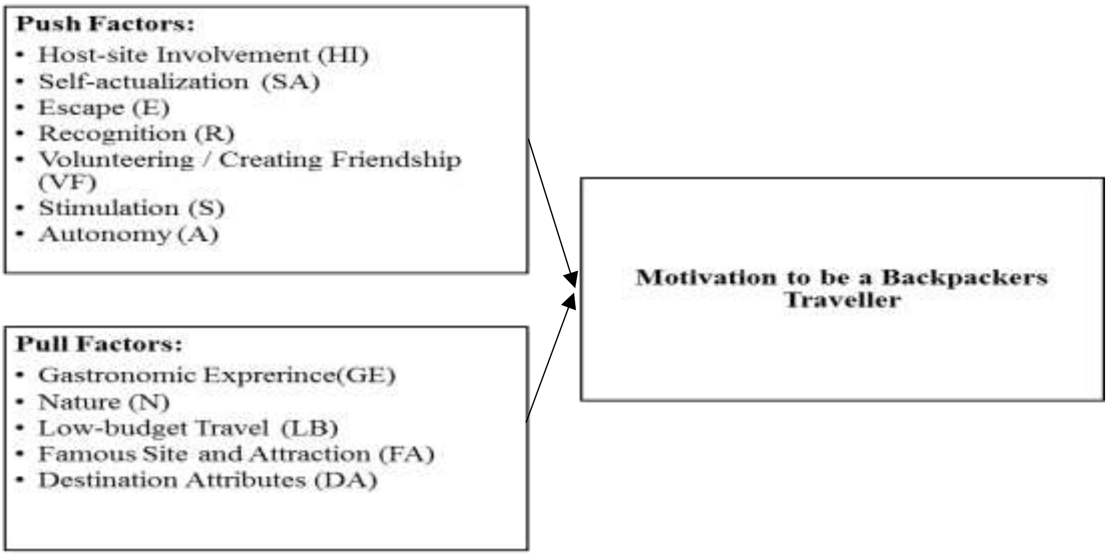
Research Hypothesis

H1: There are relationship between push factors [host-site involvement (HI), self- actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.

H2: There are relationship between pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destinations attributes (DA)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.

Research Framework

The figure below indicates the independent variable (IV) and dependent variable (DV) of this research. The independent variable (IV) are the factors which could influence the motivation to be a backpacker's traveller in Malaysia. On the other hand, the dependent variable (DV) is the motivation factors to be a backpacker's traveller in Malaysia. There were three independent variables (IV) been determined in this study which are push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)], pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] and the most influence factors. The figure shows the relationship between push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)], pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)], and the motivation factors to be a backpacker's traveller in Malaysia.



Research Design

A research design is a methodology for gathering, investigating, interpreting, and detailing information in research studies (Creswell & Plano Clark, 2007). The research design sets the system on the necessary information, the techniques to be applied to gather and break down this information, and how the entirety of this will answer the research question (Grey, 2014). The importance of research design is to make sure that evidence generated from the data would answer the research question confidently and convincingly (Vaus, 2001). It can be broadly classified into qualitative and quantitative research designs.

Quantitative research has been used as a research design for this study. Quantitative research is a process to collect the data using structural instruments such as questioner, survey, or polling where the result of the analysis is based on the sample which is representative of the population (Bacon-Shone, 2015). It involves collecting data so that information can be quantified and subjected to statistical treatment to support or refute alternative knowledge claims (Williams, 2011).

Questionnaire had been used in this study to gather input from respondents. The questionnaire was designed to analyze the relationship between push and pull factors that can that influence tourists to travel as backpackers. Mardalis (2008) said that questionnaire is one of the techniques of collecting data using a form filled with several questions and respondents are required to answer the questions through writing and information for the research is gathered through the answer. There are several benefits of using a questionnaire in quantitative research. One of them is it can spread a big number of respondents with relatively short time, and the objectivity of respondent is guaranteed to be free from outside influences on researcher.

Data Collection

Data collection is the efficient approach to assembled and measure the information from an assortment of sources in order to get a comprehensive and accurate data. Data collection enables a person or an association to answer related questions, evaluating results and create conjecture regarding upcoming probabilities and trends. Data collection can be used to collect data are survey form, questionnaires, Google Form and interview. The numbers of respondent preferable for pilot test in this study are 30 respondents. Sheatsley and Sudman (1983) state that the rule of thumb is to test the survey on at least 12 to 50 people prior to pilot testing or full-scale administration as it is a cost-, energy-, and time-efficient number of people. This pilot test had been conducted in the month of January until February before the real process of the data collection. The purpose of conducting the pilot test is to test the questionnaire using a smaller sample compared to the planned sample size.

The questionnaire was used in this study in order to get the data from the respondent. Survey is not suitable in this study as it is hard to reach at an enormous sample of backpackers with fluctuating levels of experience as backpackers. The researchers use Google Form as it is easier to reach the respondents all over Malaysia. Due to the rapid growth of social media, the researchers could share the Google Form and get the respondents from whole Malaysia. The self-administered online questionnaire created using Google Form included 31 motivational items obtained from previous studies on motivation of backpacking. The link to the online survey was spread to respondents through a few electronic channels, WhatsApp group, Facebook pages and Instagram pages. In the WhatsApp group, the researchers mentioned interest from the individuals who have been travel as a backpacker. The researchers further mentioned that the link be snowballed to their companions. On Facebook and Instagram, the researchers posted the request for participation and the questionnaire link on several Facebook pages and Instagram pages.

Sampling

According to Ilker Etikan (2016) convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonprobability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. By using Krecjie and Morgan for sample size, the total number of respondents that answer the questionnaire is 218 random respondents. The sampling method has been used in this research is non-probability sampling which is convenient sapling method. This method is used to collect the information from the backpackers in Malaysia. The distribution of the questionnaire is by using the google and send to the random respondent to answer the questionnaire.

Data Analysis

In the end of the studies, the researchers use Statistical Package for the Social Sciences (SPSS) to analyse the collected data. Statistical Package for the Social Sciences (SPSS) could collect almost any kind of folder to create tabulated reports including charts and plots of distribution.

Reliability Analysis Cronbach's Alpha use to determine the reliability of the questionnaire. Reliability test is to check whether all things in every think about the questionnaire are reliable or highly related. In this research, descriptive statistics have estimated on the mediator (behavioural intention), dependent variable (motivation factors to be backpackers) and independent variables (push factors, pull factors and the most influence factors). Pearson Correlation Coefficient analysis was used to analyse the collected data. Pearson Correlation Coefficient analysis is one of the important analyses which can measure the strength of the linear relationship between the independent variables (IV) and dependent variable (DV). This analysis is to identify if the correlations exist between the independent variables (IV), which are push factors, pull factors and the most influence factors and dependent variable (DV) which is the motivation factors to be a backpacker traveller.

Findings

The survey has been conducted with 218 random respondents and the result of the demographic profile is collected and has been summarized. The demographic profile that has been asked in the questionnaire is the gender, age, race, education, occupation, income (MYR), and states. The summary of demographic profile is shown in table 1 below.

Table 1: Summary of Demographic Profile

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Male	88	40.4
	Female	130	59.6
Age	< 20	10	4.6
	21-25	131	60.1
	26-30	53	24.3
	31-35	10	4.6
	36-40	5	2.3
	41-45	4	1.8
	46-50	3	1.4
	50 +	2	0.9
Race	Malay	164	75.2
	Chinese	14	6.4
	Indian	16	7.3
	Others	24	11.0
Education	Primary School	5	2.3
	Secondary School	12	5.5
	Certificate/Diploma	37	17.0
	Bachelor's Degree	94	43.1
	Master's Degree	8	3.7
	No Formal Education	62	28.4
Occupation	Government Servant	62	28.4

	Private Worker	59	27.1
	Self-Employment	13	6.0
	Student	82	37.6
	Others	2	0.9
Income (MYR)	<1500	76	34.9
	1501-3000	47	21.6
	3001-4500	14	6.4
	4501-6000	7	3.2
	6001-7000	9	4.1
	>7000	3	1.4
	No Income	62	28.4
States	Northern Region	36	16.5
	East Coast Region	31	14.2
	Central Region	36	16.5
	Southern Region	68	31.2
	East Region	47	21.6

Table 1 shows the summary of demographic profile of the respondents. It shows that majority of the respondents were female with 59.6% (N=130) respondents as compared to 40.4% (N=88) for male respondent. The highest number of respondents were from the group age of 21-25 with 60.1% (N=131) respondents and then followed by group age of 26-30 with 24.3% (N=53) respondents and the least is group age of 50 + with 0.9% (N=2) respondents. The highest number of race group that involved in the study is Malay with 75.2% (N=164) respondent, then followed by others races such as Melanau, Iban, Kadazan and some more with 11% (N=24) respondents. The third highest group race are Indian with 7.3% (N=16) respondent and last group race is Chinese with 6.4% (N=14) respondents. Most of the respondent is on a bachelor's degree level of education with 43.1% (N=94) respondents. The highest number of the occupation among respondent is student with 37.6% (N=82). The highest number of the income is <1500 with 34.9% (N=76) respondent and the lowest number is >7000 with 1.4% (N=4) respondent. Majority of the respondent is from Southern Region (Johor, Malacca and Negeri Sembilan) with 31.2% (N=68) of the respondent and the lowest number of respondents is from East Coast Region with 14.2% (N=31) respondent.

The reliability test has been conducted with the result of the survey. The survey has been answered by 218 random respondents.

Table 2: Reliability Analysis Result

No.	Construct	Cronbach's Alpha	No of Item	N
1.	Push Factor	0.870	7	218
2.	Pull Factor	0.862	5	218
3.	Motivation Factors	0.832	6	218
4.	All Variables	0.936	18	218

Table 2 shown the reliability analysis result of the survey. The reliability of all the construct is between 0.832 to 0.936. The result of all the construct shows that the coefficient is good and excellent. The result value is above 0.7 and it means that the questionnaire can physically conducted by the rule of thumb (Kline, 1999). The highest value of the construct is push factor with the value of 0.870 (good), then followed by pull factor with 0.862 (good) and then motivation factors with 0.832 (good). A high level for alpha may mean that the items in the test are highly correlated (Glen,2021).

The findings of this study showed that to examine the relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia, to examine the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia and to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia.

Table 3 Shows the summary for hypothesis testing in this study.

Hypothesis	Pearson's correlation results
H1: There are relationship between push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.	$r = 0.743$, $p < 0.01$ Strong
H2: There are relationship between pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.	$r = 0.750$, $p < 0.01$ Strong

Based on table 4.10, Pearson's correlation analysis was used in testing the relationship between hypothesis on push factors and pull factors with respect to motivation to be backpacker's travellers among tourist in Malaysia. The result shown all hypothesis stated were accepted at 0.01 significant level. According to Chen, Bao, and Huang (2014) which on previous study, the push factors that motivated tourists to travel, such as escape and self-actualization. Push factor with strong relationship with r = 0.870 and 0.825. In this study, the push factors that motivated to be a backpacker's traveller are [self-actualization (SA), volunteering/creating friendship (VF) and stimulation (S)] with medium relationship r = 0.561.

According to Chen, Bao, and Huang (2014) which on previous study, the pull factors that attract tourists towards a specific destination and historical sites. Pull factor with strong relationship with r = 0.757 and 0.758. In this study, the pull factors that motivated to be a backpacker's traveller are [nature (N), famous sites and attractions (FA) and destination attributes (DA)] with strong relationship r = 0.750.

Discussion and Recommendations

There are several limitations of the current study that need to be acknowledged. Firstly, no exact population of backpackers in Malaysia. The researcher tries to find the exact number population of backpackers in Malaysia but unable to get the exact data about population of backpackers in Malaysia from tourism agencies and stakeholders' source like MOTAC, Tourism Malaysia and others. This can affect the researcher to select the sample size for this study. Secondly, the limitation of the study is that the samples are skewed toward females than males. The result of the respondent show that the females are 60% compare to males that represent only 40%. Thus, the outcome of the research would be biased as gender can influence the choices. Gender bias in research influences both the selection of participants in research and perceptions about individuals' capacity to do quality research (Upchurch, 2020).

In future, the tourism stakeholders and agencies should provide and share the data about the number of backpackers that are in Malaysia to ease future studies about backpackers to be conduct. This is because there are no specify data that related to the backpackers such as how many backpackers visiting Malaysia in a year, total number of backpackers that move in Malaysia and active number of backpackers in Malaysia. The only data that recorded is only related to the tourist generally and not specify to other type of tourist such as backpackers, eco-tourists, youth tourist and many more. Next, the tourism stakeholders should commission major independent research on backpackers for more to be conducted. This can influence on Malaysia's fast-growing tourism industry because backpackers are hugely important for a country's economy. Backpackers tend to stay for longer than average tourists and the majority of the money they spend stays in the local economy. The recommendation for future studies could lead to a few qualitative approaches to generating more comprehensive variables as suggested by Chen, Bao, and Huang (2014). Along these lines, it allows a more thorough understanding of Malaysian backpackers' travel motivations. Other than that, it is hoped that future studies should try to balance the number of males and females in the samples to avoid gender bias in the result.

Conclusion

In a conclusion, this research has been carried out to explore determinant factors that influence tourists to travel as backpackers in Malaysia. Backpacker has also known as an independent traveller, low cost and budget travel. Apart from that, a backpacker is quite different from other leisure travel. Next, a backpacker is an individual also who is passionate people in discovering a new tourism horizon. The main purpose of this research is to examine the relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia as the first objective, to examine the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia as the second objective for this research as the last objective is to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia. By using Google Form with 218 respondents were administrated among random respondents with backpackers traveling experience answer these questionnaires.

This research also examines determinant factors that influence tourists to travel as backpackers in Malaysia. Two factors motivate tourists to be a backpacker which is push factors and pull factors. Other than that, to show between push factors and pull factors which one is most influenced factor that motivates tourist to be a backpacker. Next, people also can be motivated with a different type of motivation either push factor or pull factor. This research also used "Travel Career Patterns" as one of the motivation theories and important for theoretical frameworks that had been used for Maslow's hierarchy of needs. The researcher also collects all data and information by using the quantitative method. Moreover, the researcher also uses Google Form as a medium to reach the respondents all over Malaysia. This is because by using this Google form easier for respondents to answer all questionnaire and help the researcher to save time and save costs.

In the findings of the result from the questionnaires survey that analyses by using several analyses such as descriptive and inferential analysis. Next, the results that have been obtained in the previous chapter and all the data from the questionnaire also have been evaluated by a software program which is Statistical Package for the Social Science (SPSS). The researchers used this software program because easy to find out the results such as the result of descriptive analysis and the result of reliability test. Lastly, more to summarization and conclude of final result based on data analysis. For this research, all the hypotheses which are (H1, H2, and H3) stated are accepted. Besides, limitation and recommendation also were carried out for this research and hope can be used for further studies. Thus, it is also hoped that all the information provided throughout this research will help the next researcher.

References

Bacon-Shone, John. (2015). Introduction to Quantitative Research Methods. 10.13140/2.1.4466.3040.

Berkvens, J. B. (2017). The Importance of Understanding Culture When Improving Education: Learning from Cambodia. *International Education Studies*, *10*(9), 161-174.

Chikuta, O., Du Plessis, L., & Saayman, M. (2017). Nature-Based Travel Motivations for People with Disabilities. *African Journal of Hospitality, Tourism and Leisure*, *6*(1), 1-16.

Çakar, K., Seyitoğlu, F., & Sayar, N. (2016). Backpackers' Travel Motivations and Experiences. *Global Issues and Trends in Tourism*, 553.

Cohen, S. A. (2011). Lifestyle Travellers. Annals of Tourism Research, Vol. 38, Pp. 1535–1555. Https://Doi.Org/10.1016/J.Annals.2011.02.002

Creswell, J., & Plano Clark, V. (2007). Designing and Conducting Mixed Methods Research. Thousand Oaks, CA: Sage

Filep, S., & Greenacre, L. (2007). Evaluating and Extending the Travel Career Patterns Model. *Turizam: Međunarodni Znanstveno-Stručni Časopis*, *55*(1), 23-38.

Garg, A. (2015). Travel Risks Vs Tourist Decision Making: A Tourist Perspective. *International Journal of Hospitality & Tourism Systems*, *8*(1), 1-9.

Haque, M. F., Haque, M. A., & Islam, M. (2014). Motivational Theories-A Critical Analysis. *ASA University Review*, *8*(1).

Hindle, N., Martin, A., & Nash, R. (2015). Tourism Development and The Backpacker Market in Highland Scotland. Doi:10.1177/1467358415578471

Jensen, J. M., & Hjalager, A-M. (2019). Travel Motivations of First-Time, Repeat, And Serial Backpackers. Tourism And Hospitality Research, 19(4), 465-477. Https://Doi.Org/10.1177/1467358418781440

Jang, S., Bai, B., Hu, C., & Wu, C. M. E. (2009). Affect, Travel Motivation, And Travel Intention: A Senior Market. *Journal of Hospitality & Tourism Research*, *33*(1), 51-73.

Kassean, H., & Gassita, R. (2013). Exploring Tourists Push and Pull Motivations to Visit Mauritius As A Tourist Destination. *African Journal of Hospitality, Tourism and Leisure*, *2*(3), 1-13.

Katsikari, C., Hatzithomas, L., Fotiadis, T., & Folinas, D. (2020). Push and Pull Travel Motivation: Segmentation of The Greek Market for Social Media Marketing In Tourism. *Sustainability*, *12*(11), 4770.

Kyriakaki, A., Zagkotsi, S., & Trihas, N. (2016). Gastronomy, Tourist Experience and Location. The Case of The'greek Breakfast'. *Tourismos*, *11*(3).

Mccabe, S. (2015). 'Who Is A Tourist?' A Critical Review. Doi:10.1177/1468797605062716

Mcleod, S. A. (2018). Questionnaire: Definition, Examples, Design and Types. Simply Psychology. Https://Www.Simplypsychology.Org/Questionnaires.Html

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

FACTOR OF LOGISTIC SERVICE TOWARDS E-SHOPPER'S SATISFACTION

Abd Aziz Bin Mat Hassan[1], Muhammad Naqib Bin Mat Yunoh[1], Mahathir Bin Muhamad[1], Zul Karami Bin Che Musa[1], Sii Tuong Kwong[1]

Faculty of Entrepreneurship and Business, University Malaysia Kelantan, Malaysia

---

***Abstract**: The main objective of this study is to present the relationship between logistics service elements (transport service, warehouse service and customer service) and E-shoppers satisfaction during their online purchase. Survey was distributed to 357 questionnaires to the target respondents to test the hypothesis in this research. After that, SPSS 26 version will used to analyses the collecting data by using the descriptive analysis, reliability test and Pearson correlation. For the result, all of the independent variables (transport service, warehouse service and customer service) have a significant relationship with the dependent variable e-shopper online shopping satisfaction. In conclusion, it will recognize the variable that will influence e-shopper satisfaction and have a deeper understanding the relationship between each variables.*

***Keywords**: Transport service, Warehouse service, Customer service, E-shopper satisfaction*

Introduction

In this digital era, users have responded, since the establishment World Wide Web (www). Many enterprise companies including financial institutions were provided opportunities to target customers purchasing their products and services online. Thus, it became an important platform for many of us to carry out daily tasks such as online shopping and online payment. Based on the data given by the Statistra Research Department (2020), the numbers of internet users are increasing dramatically in Malaysia from 2015 to 2019 which is 21.42 million users in 2015 and 29.01 million users in 2019. A study of (Rajendran, Wahab, Ling, & Yun, 2018) stated that customer satisfaction will be affected by factors such as website design, convenience, response time, information and logistic service. Therefore, logistic service has got more attention and it has been emphasized that logistic service is very important in marketing elements to improve customer satisfaction.

On the other hand, the developed rapidly of the logistic services provider will directly increasing the problem of customer satisfactions, the main reason is overlook the important part of customer satisfaction (Waseem-Ul-Hameed, Azeem, Aljumah, & Adeyemi, 2018). Next, T. Berners-Less was created the first WWW server and browser in year 1990. However, Amazon seized this opportunity to expand the online shopping experience in 1995 (Parker-Hall, 2009). The consumer can enjoy a 24 hours shopping experience through this trend. A study by (Meidutė-Kavaliauskienė, Aranskis, & Litvinenko, 2014) stated that, customer satisfaction and quality of service are two very similar related concepts. For example, if a company was difficult to determine service quality, which means it is more difficult to determine the level of customer satisfaction. In short, the quality of service and customer satisfaction is the major elements for maintaining successful and long term business relationships (Garry, Melewar, Wright, & Jayawardhena, 2010).

A new innovative shopping model which is online shopping becomes a fashionable way to the consumer, then it not only provides the large and wide range of products to the consumer, but it also provides many business opportunities and new markets (Jun & Jaafar, 2011). Based on the data given by Statist Research Department (2020), the online business platform "Shopee" has the most e-shopper click and visit which is 38259.3 thousand clicks, followed by Lazada and PG Mall. Then, online shopping is the idea that leads the consumer using convenient shopping methods, which search and purchase the goods anytime and anywhere, while just a few clicks within a few minutes (Vegiayan, Ming, & Harun, 2013). Every online shopping platform must be supported by a proper supply chain management, including warehousing, logistics, inventory management and customer service to improve the efficiency and effectiveness of service.

Nowadays, people pay more attention to the last mile logistics, because they are more concerned about delivery time when purchasing products. One of the problems will occur when the transport options do not meet the customer expectation. Based on The Star Online 2018, Asian online shoppers will give up the shopping cart because delivery date was not provided. Then, they can easily find the alternative retailer or product. Besides that, if delivery time delayed, it will become the main challenge for the e-retailer to maintain the customer, due to the e-shopper will easily to switch to others e-retailer (Saha, Zhuang, & Li, 2020). Besides that, the delivery service also will affect the product quality. For example, irresponsible actions such as throwing the parcel for a logistics company or freight man will cause the parcel damage.

The problem will occur e-shopper satisfaction is the customer service. The level of customer satisfaction will be affected by many factors including product quality, price and service level (Kułyk, Michałowska, & Kotylak, 2017; Meidutė-Kavaliauskienė, Aranskis, & Litvinenko, 2014). Furthermore, the main reason for offline and online customer complaints due to unmet customer expectation (Cho, Im, Hiltz, & Fjermestad, 2002). Bad reviews will be given by consumers due to the poor customer service. Nowadays, many complaints are usually about the customer service they receive rather than the product (Rajani&Nakhat, 2019). At the same time, bad reviews on online shopping are caused by the incomplete transparency of business transactions (Shao & Zhang, 2016). The researcher highlighted that transparency is linked with the review of customer which eventually affect the customer satisfaction in online shopping.
Warehouse activity such as reverse logistic, packaging and others also can influence customer satisfaction. A study by Samarasinhe & Haijun, (2019) stated that, the main challenge of reverse logistic is cost considerations which are labour and infrastructure. Huge volume and cost of processing returns, product returns have become one of the biggest operational challenges in the field of Internet retail (Diane Mollenkopf, Elliot Rabinovich, Kenneth K. Boyer, 2007). The accurately tracking information and navigation systems will also influence customer satisfaction (Li and Suomi, 2009 as cited in Wahab & Khong, 2019). Based on the Micro channel, 2016 stated that, customer satisfaction is heavily depend on warehouse and inventory management, poor implementing the warehouse management result in less accurate fulfilment.

Literature Review

Transport Service

Transport service plays an important role in any organization, because it helps suppliers to deliver the products to the customers in the lead time and shortens the total cycle time (Gunasekaran, Lai, & Cheng, 2008). It is a necessary service because it will influence customer satisfaction, loyalty and happiness. A study of Saha, Zhuang, & Li, (2020) stated that, efficiency of delivery service can enhance e-shopper's purchase intentions, while let the online shopping become more enjoyable. Bollo and Stumm (1998) as cited in Basbas (2006) stated that electronic communications and logistics have a direct and indirect impact with each other. For direct effect is the E-retailer needs to produce according to demand, instead of storing the large amount of goods in the warehouse. At the same time, the indirect effect is using this trend to change urban commercialization. All in all, delivery performance and website design have an important relationship with e-shopper satisfaction (Alam & Yasin, 2010).

Warehouse Service

Devaraj et al. (2002) as cited in Alam & Yasin, (2010) mentioned that, the efficiency of store and time will directly reflect in the price and cost saving respectively. In the order word, the more time saved and increased lead time during online shopping will increase the level of the customer satisfaction. Therefore, the huge change to lead into e-commerce is the warehouse which uses an online terminal and barcode to connect with the warehouse management system. This is because it can centralized the data of package tracking and order placement (Revindran, Ragen, & Mahmud, 2020).Hence, it can prevent any error and loss of orders for the online shoppers. In this regard, technology such as Radio Frequency Identification (RFID) can help to improve the performance and supply chain management by automatically identifying and capturing the data through radio waves (Sarac, Absi, & Dauzère-Pérès, 2010). Thus, it can solve the problem of reverse logistic very well. Reverse logistics can be referred to as product return and warranty return in e-commerce.

Customer Service

In the term of online business, the meaning of customer service is responsiveness of online retailers to e-shopper needs (Rajendran, Wahab, Ling, & Yun, 2018). For example, the scope of job of customer service is not only relying and answering questions, but also understanding the needs and wants for the customer (Rajendran, Wahab, Ling, & Yun, 2018). Norizan and Abdullah (2010) as cited in Cao, Ajjan, & Hong, (2018) stated that the customer service can directly affect the customer satisfaction and the customer's future purchase intentions. The activity of customer service is to improve customer experience and retain the customer during making business transactions (Holmlund & Kock, 1996). A study of Yeboah & Dominic, (2014) stated that, many of the businesses cannot gain many competitive advantages due to lack of a quality customer service.

E-shopper Satisfaction

E-shopper satisfaction is a crucial issue in previous scholars. A study of S. Y. Kim & Lim, (2001) stated that there are several factors that will relate the customer satisfaction, which are convenience, entertainment, information quality, reliability and speed. Vatanasombut et al (2004) as cited in Anaza & Zhao (2013) stated that, customer satisfaction is crucial towards service providers in the online environment. This is due to the increasing demand of the E-retailer to gain more competitive advantage in the market and the growing trend of digital service consumption. Customer satisfaction concept has always been focused by marketing practice and research because satisfaction is essential for both E-retailers and E-shoppers (Lam & Lee, 1999).

Besides that, trust and satisfaction will increase the customer's perception and it will directly increase the customer willing to purchase the goods and service by using websites (Kim, Ferrin, & Rao, 2009). A study of (Chang & Wang, 2011) stated that, customer satisfaction is a main concept in the marketing, which believe that meeting the customer needs and wants will influence the customer loyalty. Usually, customer expectations will negatively confirm, when the performance of good and service is worse than their expectations (Wijaya, Rai, & Hariguna, 2019). Thus, the customer satisfaction level will be influenced by their expectation (Churchill Jr & Surprenant, 1982). Besides that, the elements that will affect the e-shoppers repurchase intention and e-shopper satisfaction, which is the pre-purchase and post purchase expectations of the goods and services (Wu, 2013). In short, the increasing e-shoppers satisfaction will increase the e- shopper repurchase intention.

Research Hypothesis

There are 3 hypotheses will be carried out to determine the factor of logistic service elements toward e-shopper satisfaction. So, the hypothesis will show below:
H1: There is a relationship between transport services toward e-shopper satisfaction
H2: There is a relationship between warehouse services towards e-shopper satisfaction
H3: There is a relationship between customer services towards e-shopper satisfaction

Theoretical Framework

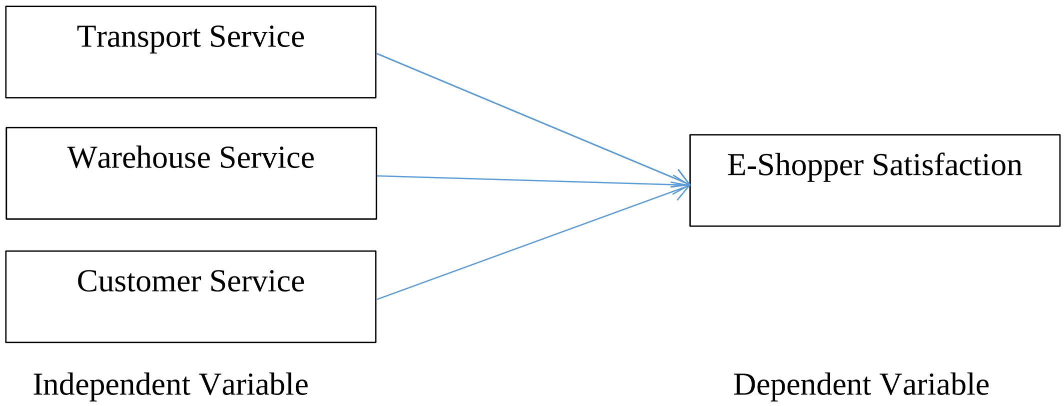


Figure 1: Research Framework

Methodology

Research design usually is the blueprint for data collection methods and how tools can be used to help investigate the data (Kothari, 2004). In this research quantitative research methods are used to obtain information from a number of respondents on the measuring factor of logistic service element toward e-shopper satisfaction. On the other hand, the researcher uses cross-sectional research designs to determine and carry on this research. The definition of the cross-sectional research design is the researcher collected the variable data and interesting outcome from a sample population at a particular point in time.

Data Analysis and Finding

Data analysis plays an essential role in any type of research. This is because it summarizes all of the collecting data and the researcher analyses this data to determine the result of the study. Thus, Statistical Package for Social Science (SPSS) version 26 will assist the researcher in this study. Then, this part will discuss the instrument used by the researcher to analyse the data which are reliability test, descriptive statistic and Pearson correlation coefficient.

Descriptive Analysis

The descriptive statistics on variables of this study are shown in the table below.

Table 1: Summary of the Means and Standard Deviation of each Variable

Descriptive Statistics			
	N	Mean	Std. Deviation
Transport Service	357	4.2806	.39693
Warehouse Service	357	4.3025	.39895
Customer Service	357	4.3511	.39955
E-shopper Satisfaction	357	4.2292	.44022

Reliability Test

Table 2: Actual Reliability Test

No	Variable	Cronbach's Alpha	Number of Items
1	Transport Service	0.707	6
2	Warehouse Service	0.729	6
3	Customer Service	0.777	6
4	E-shopper Satisfaction	0.776	6

Pearson Correlation Coefficient

Table 4: Pearson Correlations Coefficient

		IV1	IV2	IV3	DV
IV1	Pearson Correlation	1	.669**	.651**	.569**
	Sig. (2-tailed)		.000	.000	.000
	N	357	357	357	357
IV2	Pearson Correlation	.669**	1	.642**	.652**
	Sig. (2-tailed)	.000		.000	.000
	N	357	357	357	357
IV3	Pearson Correlation	.651**	.642**	1	.535**
	Sig. (2-tailed)	.000	.000		.000
	N	357	357	357	357
DV	Pearson Correlation	.569**	.652**	.535**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	357	357	357	357

In this research, warehouse service variables show the highest correlation with the dependent variable which the correlation value is 0.652. Next, it was followed by transport service with 0.569 and customer service with correlation value in 0.535. In conclude, both of them (transport service, warehouse service and customer service have a significant relationship with e-shopper satisfaction.

Hypotheses 1: There is a relationship between the transport service and E-shopper satisfaction

Hypotheses 2: There is a relationship between warehouse services towards e-shopper satisfaction

***Hypotheses 3**:* There is a relationship between customer services towards e-shopper satisfaction

Discussions

Transport service has established to have a positive impact on e-shopper satisfaction with the P-value 0.001. Meanwhile, transport service has highly statistically significant effect on e-shopper satisfaction during purchase online, it is consistent with the findings of (Schaupp & Bélanger, 2005) and (Fikri, Nurmalina, Najib, & Simanjuntak, 2019). Then, marketing managers for online business are suggested to provide a good transport service to the e-shopper such as door to door delivery service, last mile logistic, accurately tracking system and others. Besides that, a good quality of transportation service will prevent delay delivery of parcels. Hence, a good transport service can aid the marketing managers in their online business to obtain huge attention from the audience. Not only that, warehouse service also has a positive relationship with e-shopper online shopping satisfaction, which the P-value was scored 0.000. Meanwhile, warehouse service has a highly statistically significant effect on e-shopper satisfaction. This result proves that warehouse providing optimal performance and effective supply chain management will increase the e-shopper satisfaction (Richards, 2017). An efficiency warehouse management system will increase the e-shopper satisfaction. At the same time, a good practice of warehouse service which is fast flow of goods will increase the revenue of the marketing manager, while it also will increase the level of satisfaction among e-shopper. According to this research, e-shoppers are very concerned about the speed of circulation in the warehouse. Therefore, the marketing manager developed good warehouse management plans such as automating the warehouse though RFID technology to directly enhance the e-shopper satisfaction. Customer who are more involved in online shopping have a higher expectation on customer service. In this research, P-value for this variable recorded 0.535 which mean customer service has a significant effect on e-shopper satisfaction. The result of study was proved by Norizan and Abdullah (2010) as cited in Cao, Ajjan, & Hong, (2018) said that, a good customer service will directly affect the e-shopper satisfaction and future purchase intention. Therefore, marketers need to develop and provide a reliable and timely customer service to the target customer. Besides that, marketing managers should provide customer service to the e-shopper in three stages which are pre purchase, purchase and post purchase.

Reference

Alam, S. S., & Yasin, N. M. (2010). An investigation into the antecedents of customer satisfaction of online shopping. *Journal of Marketing Development and Competitiveness, 5*(1), 71-78.

Anaza, N. A., & Zhao, J. (2013). Encounter-based antecedents of e-customer citizenship behaviors. *Journal of Services Marketing*.

Basbas, S. (2006). The impact of e-commerce on transport. *WIT Transactions on Information and Communication Technologies, 36*, 353-361.

Cao, Y., Ajjan, H., & Hong, P. (2018). Post-purchase shipping and customer service experiences in online shopping and their impact on customer satisfaction. *Asia Pacific Journal of Marketing and Logistics*.

Chang, H. H., & Wang, H. W. (2011). The moderating effect of customer perceived value on online shopping behaviour. *Online Information Review*.

Cho, Y., Im, I., Hiltz, R., & Fjermestad, J. (2002). *An analysis of online customer complaints: implications for web complaint management.* Paper presented at the Proceedings of the 35th Annual Hawaii International Conference on System Sciences.Churchill Jr, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of marketing research, 19*(4), 491-504.

Devaraj, S., Fan, M., & Kohli, R. (2002). Antecedents of B2C channel satisfaction and preference: validating e-commerce metrics. *Information systems research, 13*(3), 316-333.

Garry, T., Melewar, T., Wright, L. T., & Jayawardhena, C. (2010). The impact of service encounter quality in service evaluation: evidence from a business-to-business context. *Journal of Business & Industrial Marketing*.

Gunasekaran, A., Lai, K.-h., & Cheng, T. E. (2008). Responsive supply chain: a competitive strategy in a networked economy. *Omega, 36*(4), 549-564.

Holmlund, M., & Kock, S. (1996). Relationship marketing: the importance of customer-perceived service quality in retail banking. *Service Industries Journal, 16*(3), 287-304.

Johnston, M. P. (2017). Secondary data analysis: A method of which the time has come. *Qualitative and quantitative methods in libraries, 3*(3), 619-626.

Jun, G., & Jaafar, N. I. (2011). A study on consumers' attitude towards online shopping in China. *International Journal of Business and Social Science, 2*(22), 122-132.

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2009). Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration. *Information systems research, 20*(2), 237-257.

Kim, S. Y., & Lim, Y. J. (2001). Consumers' perceived importance of and satisfaction with internet shopping. *Electronic Markets, 11*(3), 148-154.

Kothari, C. R. (2004). *Research methodology: Methods and techniques*: New Age International.

Krejcie, R., & Morgan, D. (1970). Determining sample size for research activities. Educational and Psychological Measurements, 30, 607-610. *Texas A. & M. University and University of Minnesota, Duluth*.

Kułyk, P., Michałowska, M., & Kotylak, S. (2017). Assessment of customer satisfaction with logistics service in the light of the results of the research. *Management, 21*(1), 205-222.

Lam, J., & Lee, M. (1999). A model of Internet consumer satisfaction: Focusing on the Web-site design. *AMCIS 1999 Proceedings*, 182.

Meidutė-Kavaliauskienė, I., Aranskis, A., & Litvinenko, M. (2014). Consumer satisfaction with the quality of logistics services. *Procedia-Social and Behavioral Sciences, 110*, 330-340.

Micro channel. (2016, September 20). How your inventory and warehousing management affect customer satisfaction. Retrieved fromhttp://microchannel.com.au/company-blog/september-2016/how-your-inventory-and-warehouse-management-affect

Mollenkopf, D. A., Rabinovich, E., Laseter, T. M., & Boyer, K. K. (2007). Managing internet product returns: a focus on effective service operations. *Decision sciences, 38*(2), 215-250.

Pawar, S., More, D., & Bhola, S. S. (2014). Factors Influence Undergraduate Students for Online Buying. *International Journal of Logistics & Supply Chain Management Perspectives, 3*(3).

Rajani, V. T., & Nakhat, P. (2019). Consumer Behavior in Online Shopping: What they think before they buy. *Journal of Psychosocial Research, 14*(2).

Rajendran, S. D., Wahab, S. N., Ling, Y. W., & Yun, L. S. (2018). The Impact of Logistics Services On the E-Shoppers' Satisfaction. *International Journal of Supply Chain Management, 7*(5), 461-469.

Saha, S. K., Zhuang, G., & Li, S. (2020). Will Consumers Pay More for Efficient Delivery? An Empirical Study of What Affects E-Customers' Satisfaction and Willingness to Pay on Online Shopping in Bangladesh. *Sustainability, 12*(3), 1121.

Samarasinhe, K. P., & Haijun, W. (2019). Challenges in Implementing Reverse Logistics Practices in Sri Lanka. *International Journal of Information, Business and Management, 11*(3), 113-124.

Sarac, A., Absi, N., & Dauzère-Pérès, S. (2010). A literature review on the impact of RFID technologies on supply chain management. *International Journal of Production Economics, 128*(1), 77-95.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*: Pearson education.

Shao, K., & Zhang, H. (2016). *A study on the Evaluation System of Online Shopping Transactions.* Paper presented at the First International Conference Economic and Business Management 2016.

Statistal (n.d). Number of internet users in Malaysia from 2015 to 2025. Demographic and use https://www.statista.com/statistics/553752/number-of-internet-users-in-malaysia/

Statistal (n.d). Top 10 e-commerce sites in Malaysia as of 2nd quarter 2020, by monthly traffic, E-commerce data. https://www.statista.com/statistics/869640/malaysia-top-10-e-commerce-sites/

Taherdoost, H. (2016). Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in a research. *How to Test the Validation of a Questionnaire/Survey in a Research (August 10, 2016).*

Vegiayan, K., Ming, C., & Harun, M. L. (2013). Online shopping and customer satisfaction in Malaysia. *International Journal of Marketing Practices, 1*(1), 43-51.

Wahab, S. N., & Khong, W. L. (2019). Multiple linear regression modelling of parcels' distribution design factors and online shopping customer satisfaction. *International Journal of Modelling in Operations Management, 7*(2), 95-110.

Waseem-Ul-Hameed, S. N., Azeem, M., Aljumah, A. I., & Adeyemi, R. A. (2018). Determinants of e-logistic customer satisfaction: A mediating role of information and communication technology (ICT). *International Journal of Supply Chain Management, 7*(1), 105.

Wijaya, I., Rai, A., & Hariguna, T. (2019). The impact of customer experience on customer behavior intention use in social media commerce, an extended expectation confirmation model: An empirical study. *Management Science Letters, 9*(12), 2009-2020.

Wu, L. (2013). The antecedents of customer satisfaction and its link to complaint intentions in online shopping: An integration of justice, technology, and trust. *International Journal of Information Management*, *33*(1), 166-176.

Yeboah, J., & Dominic, G. (2014). Quality Customer Service as a Competitive Advantage in the Telecommunication Industry in the Western Region of Ghana. *vol, 5*, 20-30.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Method 8th ed*: Cengage Learning.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

FACTORS THAT MOTIVATE STUDENTS AT UNIVERSITI MALAYSIA KELANTAN TO PARTICIPATE IN CULTURAL AND HERITAGE TOURISM

Ruzanifah Kosnin*, Soo Ai Leng, Norshahida Yaman, Nur Alyanis Ramly, Nuraini Md Salleh

Universiti Malaysia Kelantan
*Corresponding author, ruzanifah@umk.edu.my

Abstract: *Culture and heritage are particularly important in tourism at all levels since it has emerged as a form of alternative tourism among international and domestic tourists. Although youth has been recognized as one of the main contributors for tourism industry, but their role for cultural and heritage tourism is generally underestimated. Therefore, the purpose of this study is to investigate the motivational factors of students at Universiti Malaysia Kelantan to participate in cultural and heritage tourism in Malaysia. This study investigates the role of education, social media, and attitudes towards student's motivation to engage in cultural and heritage tourism. Using convenience sampling, 388 data were gathered through online survey from students at Universiti Malaysia Kelantan. Quantitative analysis using SPPS were employed to analyze the data. The finding shows that education, social media, and attitude are significant factors that lead to youth's motivation to participate in cultural and heritage tourism. This study adds better understanding of the factors that encourage youth's participation and allow industrial players in cultural and heritage tourism to strategize their marketing to this market segment. For future research, factors such as scenic value and social value can be added in addition to educational value.*

Keywords: *Cultural and heritage tourism, motivation, education, attitude, social media*

Introduction

The growth in the tourism industry has made the tourism sector one of the fastest growing economic sectors in the world with high foreign exchange inflows and high growth rates. Contributing to the growth is the cultural and heritage tourism. The rising interest and demand in cultural and heritage tourism invite all policy–makers to be aware of and anxious to develop this type of tourism segment (Montero & Fernández-Avilés, 2010). Cultural and heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present, which include historic, cultural and natural attractions. Cultural and heritage is an appearance of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects and artistic expressions. Rising number of travellers rank the arts, heritage and cultural activities or places as one of the main reason for travelling (Adina & Medet, 2012).

In Malaysia, cultural and heritage tourism and youth tourism are included as the product augmentation strategies under the Malaysian National Tourism Policy 2020-2030 showing the significant role of these segments for national agenda (MOTAC, 2020). Although there is extensive research on travel motivations, preferences and behaviours, going back to the early years of tourism research, until very recently travel research on students has been a neglected area.

Effective marketing and managements is impossible unless the consumers' motivation were identified, understood, and prioritized. According to Dewar, Meyer, and Li (2001) knowing the motivation of visitors allows tourism agents to intercede more successfully at various points in the visitors' decision making process, resulting in the attraction of more visitors, getting them to stay longer, increasing their enjoyment, changing anti-social behaviour, and much more (Adina & Medet, 2012). Thus the aim of this study is to examine the motivational factors of cultural and heritage tourism among youth in Malaysia.

Literature review

Cultural heritage tourism and youth

Cultural heritage is cultural relics of historical, artistic and scientific value. It is the precious wealth that history has left to mankind that can be divided into tangible and intangible cultural heritage. Tangible cultural heritage includes historical relics, historical buildings and human cultural sites. While intangible cultural heritage refers to all kinds of traditional cultures that exist in intangible forms, which are closely related to people's lives and have been inherited from generation to generation.

Silberberg (1995) defined cultural and heritage tourism as an economic development tool that attracts tourists from outside a host groups who are enthused by the "historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution" (Rosenfeld, 2016, p.1). Tourists in cultural and heritage tourism can be divided into five categories according to the level of motivation and depth of experience (McKercher and du Cros, 2003). The five categories are the purposeful cultural tourists, sightseeing cultural tourist, casual cultural tourist, incidental cultural tourist and serendipitous cultural tourist. McKercher and du Cros, (2003) found that casual and serendipitous cultural tourists tended to be younger.

World Tourism Organisation states that youth travel comprise "all independent trips for periods of less than one year by people aged 16-29 which are motivated, in part or in full, by a desire to experience other cultures, build life experiences and/or benefit from formal and informal learning opportunities outside one's usual environment" (Demeter & Bratucu, 2014). The motivation of youth to participate in cultural and heritage tourism is emerging as an increasing factor in the standard of living (Dolnicar et al., 2012). In addition, education is recognized as a primary motivational factor for young travellers, for whom students prefer to move from their home country to another for studying abroad (King & Gardiner, 2015). Demeter and Bratucu, (2014) made six typologies for youth tourism. These six motives on why young individual travel which are educational, volunteering, work and travel, cultural exchange, sports and adventure, and leisure that mainly practiced on a European.

Motivation to participate in cultural heritage tourism

Motivation is made up of psychological needs that activate, direct, and incorporate the action and operation of an individual (Curral & Marques-Quinteiro, 2009). Theory of motivation is the ideology that studies a means of inspiring individuals. It assumes that performance and efficiency are directly linked to attitude, and managing attitude depends on the degree of fulfilment of the need and the reward element. For example, Maslow, an American psychologist, categorized the different needs of individuals into five levels: physiological needs, protection needs, social needs, needs for recognition and needs for self-actualization (Maslow, 1943). After that, the others theory about motivation is pull and push theory.

According to Dann (1981) and Crompton (1979), tourism behaviour can be explained by the pull-and-push factors. Understanding consumers' motives is a key prerequisite to designing and tailoring offerings to particular markets (Park, Reisinger & Kang, 2008). Several studies that investigate youth motivation in cultural and heritage tourism are Adina and Medet, (2012), Bizirgianni and Dionysopoulou (2013), Boukas (2013), and Demeter and Bratucu (2014). Those factors are educational, volunteering, work and travel, cultural exchange, sports and adventure, and leisure (Demeter & Bratucu, 2014), learning reasons, cultural motives, experience something new, pleasure-seeking and entertainment, physical reasons, relaxation-based motives and indirect motives (Adina & Medet, 2012). Thus education, social media and attitude are some of the explanatory factors that motivate students to participate in cultural and heritage tourism.

Education

According to Richards and Wilson (2003), around one-fifth of all world tourism trips are taken by young people aged 15 to 25 years, of whom students account for a significant percentage. They find that the primary incentive for youth is to discover different cultures, accompanied by curiosity and awareness. Study on the motivation of youth towards cultural an heritage tourism (Adina & Medet, 2012) highlight factors such as learning reasons, cultural motives, experience something new, pleasure-seeking and entertainment, physical reasons, relaxation-based motives and indirect motives.

Social Media

Bizirgianni and Dionysopoulou, (2013) investigates the role of social media among young tourists in Greece on their travel decisions. The finding showed 89% of respondents chose the Internet as first option for planning their trip. Social media has become important tool and platform to promote new tourism products, services, and other offerings to their market. "Since travel products lack the features of pre-trial and frequent repeat purchases, this first-hand knowledge communicated by similar others who do not have commercial interests is seen as an especially useful" (Yoo & Gretzel, 2011, p.610).

Attitude

Attitude has a significant role in explaining human social behaviour. As to understand the influence of attitude on behaviour, Fishbein and Ajzen (2005) classified it into two categories. The first type is general attitudes towards physical objects, groups, institutions or other targets. While the second is attitudes towards performing specific behaviours, that Fishbein and Ajzen (2005) referred to as "attitude toward a behaviour" (p. 174) study. Attitude is defined as "the person's overall evaluation of what it would be like to perform a particular behaviour" (Sheeran, Trafimov, & Armitage, 2003, p.393). Various empirical studies had shown the relation of more favourable attitude contributes to the greater strength of behavioural intention (Fishbein & Ajzen, 2005). Therefore based on the discussion above, this study develop the following hypothesis to be investigated in the context of students in Universiti Malaysia Kelantan.

H1: There is a positive significant relationship between education and motivation to participate in cultural and heritage tourism among youth.

H2: There is a positive significant relationship between social media and motivation to participate in cultural and heritage tourism among youth.

H3: There is a positive significant relationship between attitude and motivation to participate in cultural and heritage tourism among youth.

Figure 1 shows the conceptual framework for this study where three explanatory constructs namely education, social media and attitude may have a role in influencing students' motivation in cultural and heritage tourism.

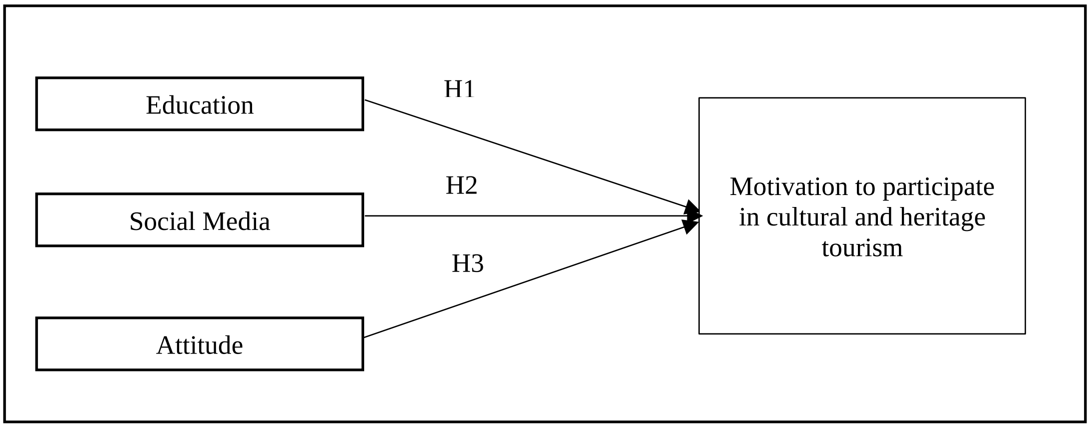


Figure 1: Conceptual framework

Methodology

Quantitative study using online questionnaire has been employed for this study. Research instrument was developed based on four variables namely education, social media, attitude and motivation. The survey consists of demographic questions, respondent's tourism participation profile and questions related to the factors of motivations. Measurement items were measured using five-point Likert scale from strongly disagree to strongly agree. The instrument was pilot tested with 30 respondents to ensure the validity and reliability of the measurement items. The total number of students in Universiti Malaysia Kelantan Campus Kota is 5631, thus 360 of data should be gathered according to Krejcie and Morgan, (1970). Data were then collected using Google Form through social networks such as WhatsApp, Facebook and Telegram from students at the Universiti Malaysia Kelantan Kampus Kota that represent youth for this study. Finally, 388 data were gathered and analysed using SPSS for descriptive analysis, reliability analysis, and hypothesis testing using Pearson correlation coefficient.

Findings

Table 1 shows the demographic profile of the respondents. Finding shows that majority of the respondents are female (59.50%) and the highest frequency for the age is between 21-24 years old. All respondents are categorized as youth since they are in the age range of 15 to 24 years old. There are almost an equal distribution of races among the Malay, Chinese, and Indian respondents with 38.7%, 36.3% and 25% respectively. As an entrepreneurship university students, majority of the respondents are either self employed or working with public or private organisation (66.2%) and the remaining 33.80% are full time students. The highest percentage for monthly income is between RM0 to RM 1,200 which represent 51%. Finally, 324 respondents are single which represent 83.80%.

Table 1: Demographic of the respondent (n=388)

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	157	40.5
	Female	231	59.5
Age	15 -17 years	48	12.4
	18 - 20 years	77	19.8
	21 – 24 years	263	67.8
Occupation	Self Employed	66	17
	Private Employment	104	26.8
	Public Employment	87	22.4
	Not working	132	33.8
Race	Chinese	150	38.7
	Indian	97	25
	Malay	141	36.3
Monthly income	RM 1200 and below	198	51
	RM 1201-RM 2000	75	19.3
	RM 2001 – RM 3000	75	19.3
	RM 3001 and above	40	10.3
Marital status	Single	324	83.8
	Married	63	16.2

Table 2 shows the descriptive statistics for all the constructs. With five-point likert scale, all items showing higher mean values with 3.78 as the lowest and 4.06 as the highest. Standard deviation for all items ranging from 0.813 and 0.935 showing data are clustered around the mean. For education construct, the highest mean is for item E2 on statement 'I have learned about cultural and heritage tourism at school/university'. Meanwhile, for social media construct, the highest mean is 4.06 for item S4 on statement 'I use social media to get information that interest me'. For attitude, the highest mean is 3.97 for item A2 and A4 on statements 'I feel good if I participate in cultural and heritage tourism' and 'Participating in cultural and heritage tourism is wise'. Finally for motivation construct, statement C4 'I will enjoy spending time when participating in cultural and heritage tourism' has the highest mean with 4.03.

Table 2: Descriptive Statistics for Constructs

Item	Mean	Standard Deviation, σ
Education		
E1. I have participated in cultural and heritage tourism organized by my school/ university.	3.81	0.935
E2. I have learned about cultural and heritage tourism at school/ university.	3.91	0.884
E3. My friends/ lecturers at school/ university teach me about cultural and heritage tourism.	3.90	0.897
E4. I engage in cultural and heritage activities at my school/ university.	3.88	0.922
E5. I had made a project about cultural and heritage tourism at school/ university.	3.82	0.936

Social Media		
S1. My online-friend have similar interests in cultural and heritage tourism.	3.78	0.908
S2. Social media promote and advertise about cultural and heritage tourism.	3.96	0.853
S3. I can obtain information about cultural and heritage tourism from social media.	3.92	0.890
S4. I use social media to get information that interest me	4.06	0.851
Attitude		
A1. Participate in cultural and heritage tourism is a good idea.	3.88	0.927
A2. I feel good if I participate in cultural and heritage tourism.	3.97	0.905
A3. I am interested in cultural and heritage tourism.	3.95	0.908
A4. Participating in cultural and heritage tourism is wise.	3.97	0.873
Motivation		
C1. I am willing to participate in cultural and heritage tourism in the future.	3.85	0.909
C2. I will consider participating in cultural and heritage tourism	3.94	0.930
C3. I will encourage my family and friends to participate in cultural and heritage tourism.	3.94	0.873
C4. I will enjoy spending time when participating in cultural and heritage tourism.	4.03	0.813

Table 3 shows the reliability analysis using Cronbach's alpha. The values of Cronbach's alpha shows above 0.80 level which implies all the items reliably measuring each of the constructs.

Table 3: Reliability Analysis using Cronbach's Alpha

Constructs	No of Items	Cronbach's Alpha, α
Education	5	0.830
Social Media	4	0.852
Attitude	4	0.876
Motivation	4	0.870

Using Pearson correlation coefficient to analyse the relationship between constructs and, the result of this study shows that all the independent variables were significantly correlated with dependent variables (see Table 4). Education and motivation were significantly correlated at r-value of 0.634, $\rho < 0.005$. This result is in line with the study of Hinkle, Wiersma and Jurs (2003), who found moderate association between education value and intention to participate in cultural and heritage tourism. There was also a statistically significant correlation between social media and motivation with r-value of 0.721, $\rho < 0.005$. The correlation coefficient shows a moderate strength between social media and motivation. Finally, attitude correlate significantly with motivation with r-values of 0.730, $\rho < 0.005$. The correlation coefficient shows a moderate strength of correlation between attitude and motivation to participate in cultural and heritage tourism. Therefore from this analysis, it was found that education, social media and attitude were significantly correlated with youth motivation to participate in cultural and heritage tourism.

Table 4: Results of Pearson Correlation Analysis

	Hypothesis	Pearson's correlation result	
H1	Significant positive relationship between education and motivation	r = 0.634, ρ < 0.005	Supported
H2	Significant positive relationship between social media and motivation	r = 0.721, ρ < 0.005	Supported
H3	Significant positive relationship between attitude and motivation	r = 0.730, ρ < 0.005	Supported

Discussion & Recommendation

This study, setting cultural and heritage tourism who are on their trip as the sample, analyzes the factor of youth motivation to participate in cultural and heritage tourism by using the method of questionnaire, and also identifies the relationships between education, social media and attitude towards motivation youth particpate in cultural and heritage tourism. Through an empirical study, main conclusions of this study can be made as follows. There is a significant relationship between education with motivation of youth in cultural and heritages tourism. There is a significant relationship between social media with motivation of youth in cultural and heritages tourism. There is a significant relationship between attitude with motivation of youth in cultural and heritages tourism.

This study provides additional contribution to the body of knowledge on the significant role of education, social media and attitude as motivational factors ofcultural and heritage tourism among students in UMK. For future research, qualitative approach of study may explore other motivational factors of cultural and heritage tourism among youth in Malaysia. Additionally, other variables such as social influence, pleasure-seeking, and experience something new can be included in future quantitative study the study among youth in Malaysia.

References

Adina, N., & Medet, Y. (2012). Cultural tourism motivation: the case of Romanian youths. *The Annals of The University of Oradea*, *5450*(July), 548–553.

Bizirgianni, I., & Dionysopoulou, P. (2013). The influence of tourist trends of youth tourism through social media (SM) & information and communication technologies (ICTs). *Procedia - Social and Behavioral Sciences*, *73*, 652–660. https://doi.org/10.1016/j.sbspro.2013.02.102

Boukas, N. (2013). Youth visitors' satisfaction in Greek cultural heritage destinations: the case of Delphi. *Tourism Planning and Development*, *10*(3), 285–306. https://doi.org/10.1080/21568316.2012.747986

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424.

Curral, L., & Marques-quinteiro, P. (2009). Self-leadership and work role innovation: testing a mediation model with goal orientation and work motivation. Revistade Psicología del Trabajo y de las Organizaciones, 25(2), 163-174.

Dann, G. (1977). Anomie, ego-enhancement and tourism. Annals of Tourism Research, 4(4), 184– 194.

Dann, G. (1981). Tourism motivation: an appraisal. Annals of Tourism Research, 8(2), 187–219.

Demeter, T., & Bratucu, G. (2014). Typologies of Youth Tourism. *Bulletin of the Transilvania University of Brasov*, *7*(56), 115–122.

Dewar, H., Meyer, D., & Li, W. M. (2001). Harbin, lanterns of ice, sculpture of snow. *Tourism*

Management, *22*(5), 523–532.

Fishbein, M., & Ajzen, I. (2005). The influence of attitudes on behavior. *The Handbook of Attitudes*. https://doi.org/10.1007/BF02294218

King, B., & Gardiner, S. (2015). Chinese international students: an avant-garde of independent travellers? *International Journal of Tourism Research*, 17(2): 130-139.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. Educational and Psychological Measurement, 30(3), 607-610.

Kwang Soo Park, Yvette Reisinger & Hyun Jung Kang (2008) Visitors' motivation for attending the South Beach Wine and Food Festival, Miami Beach, Florida, *Journal of Travel & Tourism Marketing*, 25(2), 161-181.

Maslow, A. H. (1943). A theory of human motivation. Psychology Review, 50(4), 370–396. https://doi.org/10.1037/h0054346.

McKercher, B., & du Cros, H. (2003). Testing a cultural tourism typology. *International Journal of Tourism Research*, *5*(1), 45–58. https://doi.org/10.1002/jtr.417

Montero, J.-M., & Fernández-Avilés, G. (2010). An alternative to Test Independence between Expectations and Disconfirmation versus The Positive Version of the Assimilation Theory: an application to the case of Cultural/Heritage Tourism. *International Journal of Management and Information Systems*, *14*(4), 7.

MOTAC. (2020). *National Tourism Policy*. *Ministry of Tourism, Arts and Culture Malaysia*. Retrieved from http://www.censusindia.gov.in/2011census/PCA/PCA_Highlights

Richards, G. and Wilson, J. (2003) Today’s youth travellers: tomorrow’s global nomads. Amsterdam: ISTC/ATLAS.

Rosenfeld, R. A. (2016). Cultural and Heritage Tourism. *Marketing Cultural and Heritage Tourism*, (January 2008). https://doi.org/10.4324/9781315424859

Sheeran, P., Trafimov, D., & Armitage, C. J. (2003). Predicting behaviour from perceived behavioural control: Tests of the accuracy assumption of the theory of planned behaviour. *British Journal of Social Psychology*, *42*, 393–410.

Yoo, K. H., & Gretzel, U. (2011). Influence of personality on travel-related consumer-generated media creation. *Computers in Human Behavior*, *27*(2), 609–621. https://doi.org/10.1016/j.chb.2010.05.002

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

IMPACT OF SELF-SERVICE KIOSKS TOWARDS CONSUMERS PURCHASING BEHAVIOR AMONG STUDENTS IN UNIVERSITY

Mahathir Bin Muhamad[1], Muhammad Naqib Bin Mat Yunoh[1], Zul Karami Bin Che Musa[1], Abd Aziz Bin Mat Hassan[1],

[1]Faculty of Entrepreneurship and Business, University Malaysia Kelantan, Malaysia

---

Abstract: *Self-service kiosks nowadays are increasingly available in various industries, such as digital photo kiosks at shopping malls, prepaid reload kiosk, Automated Teller Machine (ATM) and etc. Firms that provide self-service kiosks aim to improve their services and attract more consumers to use their services. Self-services kiosks can be known as free standing unit or interactive freestanding unit. The purpose of this study was therefore to examine the impact of self-service kiosks towards consumers purchasing behavior among students in. Data (n=357) of this study is collected through printed questionnaire and online questionnaire, by using Technology Acceptance Model (Srinivasan,2014) Theory of Planned Behavior (Johari et al.,2010) to understand and examine about the behavior of consumers. The key findings are the impact of selfservice kiosk which is convenience, perceived time and perceived usefulness. Results show that these are positive relationship with consumers purchasing behavior. Findings also showed significantly positive relationships between self-service kiosks with consumers purchasing behavior. Findings suggest self-service kiosks can be used to generate more purchase from consumers.*

Keywords: *Consumers purchasing behavior, Impact of Self-service kiosks, Perceived time, Perceived usefulness, Self-service kiosks*

Introduction

Self-service kiosks are one of the examples in self-service technology (SST). Referringto (Lee, Fairhurst, & Lee, 2009), there are many types of self-service kiosks such as self- checkouts, digital photo kiosks, information kiosks, vending machine for foods and beverages,interactive music and movie samplers, electronic kiosks for gift and wedding registry and so on. Those self-service kiosks can be found in banks, malls, airports and many other places. Consumers purchasing behavior is one of the core assumption which is consumer's choice based on complete and satisfy with the process or tasks indicated in (Kim, Cho, & Rao, 2000).This shows that consumers purchasing behavior are directed towards satisfaction from the purchase goods or services.

In fact, the rapid growth of technology in this era, make self-service technology becomes one of the current trend that use by the Millennial and Gen Z. This is one of the majorissue in consumers purchasing behavior because of the technology acceptance among people.This can be known as consumers readiness which is define as the changes of consumers behavior in purchasing something and willing to try new technology like self-service kiosks asindicated by (Zainuddin, Tam, & McCosker, 2016). Therefore, the challenge now is todetermine the impact of self-service kiosks towards consumers purchasing behavior especiallythe acceptance of technology among current generation.

For example, there are three impacts of self-service kiosks that affect the consumers purchasing behavior which is convenience, perceived time and perceived usefulness. As mentioned in prior research by (Collier & Sherrell, 2010), convenience is one of the impact ofself-service kiosks towards consumer purchasing behavior. According to (Collier & Sherrell, 2010), convenience is the purpose of consumer loyalty. Referring to (McGuire, Kimes, Lynn,Pullman, & Lloyd, 2010), perceived time influence the purchase behavior because it consideredas scarce resources and should be spend wisely. According to (Kokkinou & Cranage, 2013), increases in waiting times will lead to decreases the satisfaction of customer in using the technology. Perceived usefulness has a positive impact on consumers purchasing behavior which is strong influence over consumers acceptance on using self-service technology as mentioned by (Jahangir & Begum, 2008). Hence, this study measures the relationship betweenthe impact of self-service kiosks like convenience, perceived time and perceived usefulness onconsumers purchasing behavior.

Literature review

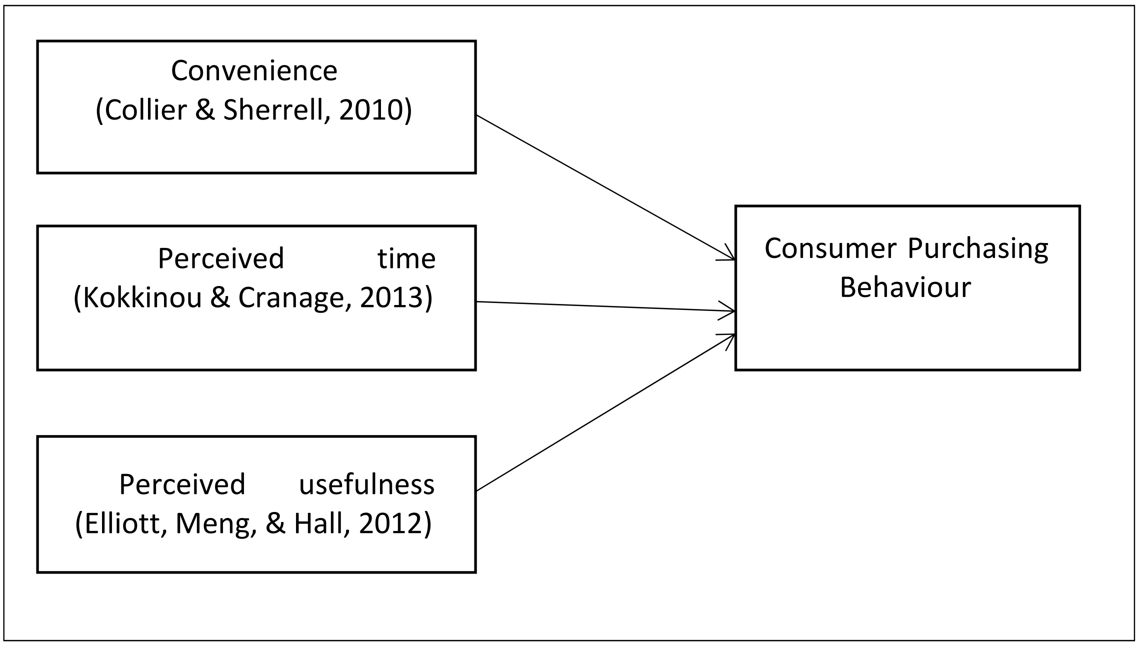


Figure 1: Conceptual Framework Model

Consumers Purchasing Behavior

According to (Kim et al., 2000), consumers purchasing behavior is one of the core assumption which is consumer's choice based on complete and satisfy with the task in traditional economic theory. This shows that consumers purchasing behavior are directed towards satisfaction from the purchased good or services. Consumers purchasing behavior is examine by using the Diffusion of Innovation process (DOI). According to (Dube & Gumbo, 2017), DOI defined the diffusion as process which innovation communicated among membersof a society over time taken through certain channels. Consumers purchasing behavior is important role in any company that provide services especially like self-service kiosks that arevery useful for today's society. According to (Dabholkar, Michelle Bobbitt, & Lee, 2003), many service providers hope that adapting technology-based self-service offering betterservices to consumers.

Impact of Self-Service Kiosks

Self-Service Kiosks

Self-service kiosks are one of the examples in the self-service technologies (SST). According to the researcher (Johari et al., 2010), self-service kiosks also can be known as freestanding unit or interactive free standing unit. This is because kiosks are built as a computer and have additional features such as touch screen and printer. Referring to (Lee et al., 2009), there are many types of self-service kiosks such as self-checkout, digital photo kiosks, information kiosks, vending machine and so on. The adoption of self-service kiosks give benefits to the consumers and retailers. As state by (Lee, 2008), the self-service kiosks improved the consumers service which is from traditional consumer's to self-service using technology.Convenience

Convenience is an important factor that influences consumers purchasing behavior towards self-service kiosks. According to (Chang, Yan, & Tseng, 2012), 'convenience' can bedefine as easy of finding items which is similar to the terms ' ease of use' that can be found inTechnology Acceptance Model (TAM). As stated in Oxford Dictionary, convenience issomething that can able to proceed without any problems which is easy, and suitable for someone. This was supported by (Dabholkar & Bagozzi, 2002), as he mentioned that the quality of technology which is self-service kiosks that received by the consumers in doing self-service task are convenient. The past researcher stated that convenience also can be interpret that the location, operating hours and availability of self-service technology(SST) are influencing the perceptions of customers that using self-service kiosks. There was a terms aboutconvenience in past research which is 'where I want' and 'when I want' considerations are alsoinfluencing the satisfaction of consumers doing task using self-service kiosks. According (Collier & Sherrell, 2010), convenience is a major impact of the consumers satisfaction in doing task by their self.

Perceived Time

Perceived time is important factor that affects the consumers purchasing behavior. This was supported by the study that done by (McGuire et al., 2010), time should be carefullyspent because it considered as scarcer resources. According to (Kokkinou & Cranage, 2015), the waiting-lines reduction have been major objective of service providers. This is because theevery service providers want to avoid the negative perception of service quality and achieve consumer's satisfaction. As indicated by (McGuire et al., 2010), the more valuable of the consumer's time, the more negative their perception of those that waste it. This shows that if the waiting times increases, hence the satisfaction of consumers also will decrease. There is past research about waiting time is focal performance measure because there is strong relationship between waiting times and consumers satisfaction. So, self-service technology (SST) can reduce waiting times which is with particular conditions of demands and performance as mentioned by (Kokkinou & Cranage, 2015).

Perceived Usefulness

Perceived usefulness also was an impact of self-service kiosks towards consumers purchasing behavior. This was supported by study done by (Elliott, Meng, & Hall, 2012), he mentioned that perceived usefulness is one of the key driver consumer's attitude towards self-service technology(SST) usage in a retail setting. According to (Chih-Hung Wang, 2012), perceived usefulness also can be refer to an individual's concerns about using self-service technology(SST) to complete the task by self in a timely and efficient manner. Similar as (Elliott et al., 2012), said that perceived usefulness is a degree of consumers feel a system's function which can assist their performance when operating the technical system. So, perceived usefulness has strong influencer over consumer's acceptance on using self-service technology (SST).

Methodology

This study designed to test the impact of convenience, perceived time and perceived usefulness on consumers purchasing behavior towards self-service kiosks among students in University. In relation to that, quantitative research approve was utilized for collecting the relevant data. Specifically, a survey has been conducted to obtain the responses from the target respondent which is students from University Malaysia Kelantan. A total of 357 set of questionnaires were distributed to the respondents. Based on (Krejcie, R. V., & Morgan, 1970), the perfect sample size for 4,666 students in UniversityMalaysia Kelantan is 357 respondents.

In constructing the questionnaire, measurement scales of variable were adapted and adopted from previous study to measure cconsumers purchasing behavior taken from (Hanaysha, 2016). This were also further explain by Bland and Altman (1997) saying that acceptable values of alpha, ranging from 0.50 to 0.95. The items were also measured using a five-point Likert scale that ranges between 1 = "strongly disagree" and 5 = "strongly agree".

The statistical tools and techniques used in this study such as Pearson correlation analysis and multiple regression analysis are performed with the help of IBM SPPS latest versions. The data and results are presented in charts and tables. Pearson correlation are used to measure how strong relationship is between two variables. It has a value between -1.00 to +1.00, with zero means that the two variables just aren't related at all. +1.00 indicates the strongest positive correlation possible and -1.00 is the strongest negative correlation possible.Thus, it can be state that, the larger the correlation coefficient, the stronger the linkage or levelof association. The null hypothesis states there is no relationship between X and Y and that the correlation coefficient is zero.

Multiple regression analysis is one of the most widely used statistical procedures for both scholarly and applied marketing research. According to the researcher (Mason & PerreaultJr, 1991), these statistics are used to test hypothesis about the effect of individual predictors onthe dependent variable or to evaluate their relative "importance". In this study, the dependent variables that want to predict are consumers purchasing behavior towards self-service kiosks among students in University Malaysia Kelantan. While the independent variables that want to predict in this study are convenience, perceived time and perceived usefulness. In this study, researchers use Multiple Regression Analysis to analyse the most important factor that influence consumers purchasing behavior.

Result and Analysis

Out of 357 set of questionnaires personally distributed on the respondents and all of them answered the questionnaire. Table below shows the descriptive analysis of the respondents.

Table 1: Data of the Respondents

	Demographics	**Frequency**	**Percentage (%)**
Gender	Male	119	33.3
	Female	238	66.7
Race	Malay	244	68.3
	Chinese	49	13.7
	Indian	56	15.7
	Others	8	2.2
Age	19 - 20 years old	63	17.6
	21 - 22 years old	160	44.8
	23 -24 years old	129	36.1
	25 years old above	5	1.4
Marital Status	Single	344	96.4
	Married	13	3.6
Faculty	FKP	245	68.6
	FHPK	112	31.4
Courses	SAE	9	2.5
	SAR	84	23.5
	SAK	54	15.1
	SAL	61	17.1
	SAB	36	10.1
	SAP	40	11.2
	SAW	34	9.5
	SAH	39	10.9
Respondents know about self-service kiosks	YES	357	100.0
	NO	0	0.0

Examining the reliability of constructs is very important in order to proceed with data analysis. However, this study relied on Cronbach's alpha procedure, which done using SPSS 32 to calculate the reliability of constructs. The findings confirm that all constructs achieve above the suggested value of Cronbach's alpha is 0.5.

Table 2: Pilot Test

Variable	**N of Items**	**Cronbach's Alpha**
All variable	20	0.905
Convenience (IV 1)	5	0.825
Perceived Time (IV 2)	5	0.711
Perceived Usefulness (IV 3)	5	0.684
ConsumerPurchasingBehavior(DV)	5	0.734

Table 3: Result of Hypothesis

Hypothesis	P.C.C	Supported
H_O There is no significant relationship between convenience of self-service kiosks and consumers purchasing behavior among students in University Malaysia Kelantan H_1 There is significant relationship between convenience of self-service kiosks and consumers purchasing behavior among students in University Malaysia Kelantan	0.651	H_0 REJECTED H_1 ACCEPTED
H_O There is no significant relationship between perceived time of self-service kiosks and consumers purchasing behavior among students in University Malaysia Kelantan H_2 There is significant relationship between perceived time of self-service kiosks and consumers purchasing behavior among students in University Malaysia Kelantan	0.672	H_0 REJECTED H_2 ACCEPTED
Ho There is no significant relationship between perceived usefulness of self-service kiosks and consumers purchasing behavior among students in University Malaysia Kelantan H_3 There is significant relationship between perceived time of self-service kiosks and consumers purchasing behavior among students in University Malaysia Kelantan	0.705	H_0 REJECTED H_3 ACCEPTED

Table 3 shows result gathered as the data collected was analyse using PearsonCorrelation Coefficient. The findings indicated that all the three impacts which is convenience, perceived time and perceived usefulness has significant relationship towards consumers purchasing behavior. As were shown in table above, there is significant relationship exists between convenience of self-service kiosks and consumers purchasing behavior among students in University Malaysia Kelantan. According Pearson Correlation, this research rejected H_0 and accepted H_1 because the result is 0.651. Perceived time has significantrelationship towards consumers purchasing behavior which H_0 rejected and H_2 is accepted because the result is 0.672. Lastly, perceived usefulness has significant relationship with consumers purchasing behavior which H_0 is rejected and H_3 is accepted because the result is 0.705.

Table 4: Summary of the Multiple Linear Regression Analysis

Coefficients					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	Beta	Std. Error	Beta		
1(Constant)	.500	.171		2.920	.004
Convenience	.209	.054	.202	3.899	.000
Perceived Time	.284	.057	.263	5.015	.000
Perceived Usefulness	.395	.046	.404	8.548	.000
Dependent Variable: Consumers Purchasing Behaviour					

Table 4 is about data that gathered using Multiple Regression Analysis. The main purpose of the study is to identify the most significantly impact of independent variables like convenience, perceived time and perceived usefulness towards dependent variable (consumerspurchasing behavior). The findings showed that the most significantly important factor that influence consumers purchasing behavior towards self-service kiosks were perceived usefulness which is the t-value is 8.548, followed by perceived time with t-value 5.015 and thelowest t-value among the independent variables is convenience which is 3.899. This shows thatthe more positive t-value of the independent variables, the more impact that influence dependent variable.

Conclusion

This study is focus on the impact of self-service kiosks towards consumers purchasing behaviour among students in University Malaysia Kelantan. The outcome of thisstudy can be used by retailers to identify the importance and impact of self-service kiosks towards consumers purchasing behaviour. This is because it can help to increase the sales performance in the retail industry. The Malaysia government also can use the data to determinethe acceptance of self-service technologies among Malaysian people and the impact to the country.

From the analysis of the entire variable, the minimum requirement of reliability analysishas been satisfied since the Cronbach's Alpha coefficients value shows above 0.6. Theindependent variable which is convenience, perceived time and perceived usefulness show thesignificant relationship to the dependent variable which consumers is purchasing behavior. Based on the hypothesis result, all the H_0 have been rejected while H_1, H_2 and H_3 have been accepted in this study. The most important part is this study determined that university studentsare aware about self-service technologies especially self-service kiosks and many of them areadapting the technology in their daily live. This study has been complete successfully.

There are some limitations in this study that can be considered in the future researcherssuch as limited time to complete this research and collecting data. In this research, researcher unable to get many respondents to distribute questionnaires by hand and google form to the students in UMK. Part of that, every customers have different behavior towards purchasing using self-service kiosks because the customers experienced different performancesof self-service kiosks. Lastly, the researchers have to keep on send the google form questionnaire link frequently to get the respondents. Most of the respondents will fill up the questionnaires on their free time.

Acknowledgement
This paper acknowledges the inputs and comments of several contributors namely Anisa Binti Shahar, Nur Atiqah Binti Ahmad Osman, Thanushalini a/p Narasiahramu and Zuriyati Che Yaakob in making this research possible.

References

Chang, C.-C., Yan, C.-F., & Tseng, J.-S. (2012). Perceived convenience in an extended technology acceptance model: Mobile technology and English learning for college students. *Australasian Journal of Educational Technology, 28*(5).

Chih-Hung Wang, M. (2012). Determinants and consequences of consumer satisfaction with self-service technology in a retail setting. *Managing Service Quality: An International Journal, 22*(2), 128-144.

Collier, J. E., & Sherrell, D. L. (2010). Examining the influence of control and convenience in a self-service setting. *Journal of the Academy of Marketing Science, 38*(4), 490-509.

Dabholkar, P. A., & Bagozzi, R. P. (2002). An attitudinal model of technology-based self-service: moderating effects of consumer traits and situational factors. *Journal of the academy of marketing science, 30*(3), 184-201.

Dabholkar, P. A., Michelle Bobbitt, L., & Lee, E.-J. (2003). Understanding consumer motivation and behavior related to self-scanning in retailing: Implications for strategy and research on technology-based self-service. *International Journal of Service Industry Management, 14*(1), 59-95.

Dube, C., & Gumbo, V. (2017). Diffusion of Innovation and the Technology Adoption Curve: Where Are We? The Zimbabwean Experience. *Business and Management Studies, 3*(3), 34-52.

Elliott, K., Meng, G., & Hall, M. (2012). The influence of technology readiness on the evaluation of self-service technology attributes and resulting attitude towardtechnology usage. *Services Marketing Quarterly, 33*(4), 311-329.

Jahangir, N., & Begum, N. (2008). The role of perceived usefulness, perceived ease of use, security and privacy, and customer attitude to engender customer adaptation in the context of electronic banking. *African journal of business management, 2*(2), 032-040.

Johari, M. H. Y., Roni, M., Mokhtar, M. S., Ahmad, A., Hasim, M., & Khairuman, A. (2010). Visitors' use of information kiosk at Melaka town heritage sites. *Business Management Quarterly Review, 1*(2), 54-67.

Kim, D. J., Cho, B., & Rao, H. R. (2000). *Effects of consumer lifestyles on purchasing behavior on the internet: a conceptual framework and empirical validation.* Paper presented at the Proceedings of the twenty first international conference on Information systems.

Kokkinou, A., & Cranage, D. A. (2013). Using self-service technology to reduce customer waiting times. *International Journal of Hospitality Management, 33*, 435-445.

Kokkinou, A., & Cranage, D. A. (2015). Why wait? Impact of waiting lines on self-service technology use. *International Journal of Contemporary Hospitality Management,27*(6), 1181-1197.

Lee, H.-J. (2008). Technology-Based Self-Service Kiosks In Retailing: AnOptional Channel For Customer Service.

Lee, H.-J., Fairhurst, A. E., & Lee, M.-Y. (2009). The importance of self-service kiosks in developing consumers' retail patronage intentions. *Managing Service Quality: An International Journal, 19*(6), 687-701.

Mason, C. H., & Perreault Jr, W. D. (1991). Collinearity, power, and interpretation of multiple regression analysis. *Journal of marketing research*, 268-280.

McGuire, K. A., Kimes, S. E., Lynn, M., Pullman, M. E., & Lloyd, R. C. (2010). A framework for evaluating the customer wait experience. *Journal of Service Management, 21*(3), 269-290.

Zainuddin, N., Tam, L., & McCosker, A. (2016). Serving yourself: value self-creation in health care service. *Journal of services marketing, 30*(6), 586-600.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

IMPLIKASI DAN STRATEGI PENGGIAT SENI PERSEMBAHAN UNTUK MENDEPANI PANDEMIK COVID-19

IMPLICATIONS AND STRATEGIES OF PERFORMING ART ACTIVISTS FACING PANDEMICS COVID-19

Jabil Mapjabil[1]
Suhaimi Magi[2]
Nor-Ina Kanyo[3]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: jabil@ums.edu.my)
[2]Fakulti Sains Sosial dan Kemanusiaan, Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: suhaimimagi@ums.edu.my)
[3]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: norina@ums.edu.my)

Abstrak: *Penularan wabak COVID-19 di Malaysia telah memaksa pihak kerajaan melaksanakan Perintah Kawalan Pergerakan (PKP). Hampir 24 minggu keseluruhan PKP ini memberikan kesan yang mendalam terutamanya penggiat seni persembahan di negeri Sabah. Asas permasalahan kajian ini didasarkan pada isu utama (i) apakah impak dan cabaran yang dihadapi oleh penggiat seni di Sabah sepanjang PKP berlangsung selama hampir 6 bulan berkenaan dan (ii) apakah inisiatif yang dilakukan oleh penggiat seni untuk mengatasi masalah yang kesan daripada Perintah Kawalan Pergerakan. Secara lumrahnya, seni persembahan melibatkan teori dan amalan dalam seni tari, muzik, drama, teater dan filem. Seni persembahan ini merupakan sebahagian daripada industri kreatif dan budaya. Penggiat seni persembahan pula meliputi pelaku seni, penganjur, pengeluar, pendidik, usahawan, kru pengurusan dan teknikal.*

Kata Kunci: *Impak, Cabaran, Inisiatif, Penggiat Seni Persembahan*

Abstract: *The spread of the COVID-19 epidemic in Malaysia has forced the government to implement the Movement Control Order (MCO). Almost 24 weeks as a whole MCO has a profound effect, especially performing arts activists in the state of Sabah. The basis of the problems of this study is based on two issue: (i) what are the impacts and challenges faced by art activists in Sabah during the MCO lasted for almost 6 months? and (ii) what are the inisiative steps that been taken by performing arts artivist in the period of Movement Control Orders (MCO). Overall, performing arts involve theories and practices in the arts of dance, music, drama, theater and film. The performing arts are part of the creative and cultural industries. Performing arts activists include artists, organizers, producers, educators, entrepreneurs, management and technical crews.*

Keywords: *Impact, Challenges, Initiative, Performing Art Artivist*

Pengenalan

Pada akhir tahun 2019, sejenis virus iaitu Novel Coronavirus SARS-CoV-2 telah menyebabkan penularan wabak baharu yang dikenali sebagai coronavirus disease-2019. Virus ini kemudiannya dikenali sebagai COVID-19. Pada 11 Mac 2020, wabak COVID-19 telah diisytiharkan oleh Pertubuhan Kesihatan Sedunia (WHO) sebagai pandemik. Sehingga 6 Oktober 2020, sebanyak 35,722,623 orang iaitu hampir mencecah 36 juta kes positif COVID-19 dengan 1,046,278 kes kematian di seluruh dunia (World Health Organization, 2020).

Di Malaysia, perkembangan awal bagi penularan pandemik COVID-19 bermula pada 23 Januari 2020 lalu. Ia adalah berikutan penahanan lapan orang pelancong China bersama seorang yang positif COVID-19 sebelum ini di Singapura yang diarahkan untuk dikuarantin di sebuah hotel di Johor. Ia diikuti oleh kes yang berlaku pada keesokan harinya (24 Januari) apabila seorang kanak-kanak warga China, iaitu Wang Wontung telah dilarikan oleh orang tuanya dari hospital kerana enggan dikuarantin setelah disyaki mempunyai simptom COVID-19. Peningkatan kes positif COVID-19 mula ketara selepas seorang peserta yang menghadiri ijtimak tabligh di Masjid Seri Petaling, Kuala Lumpur yang dihadiri oleh 16,000 orang peserta (pada 27 Februari hingga 1 Mac) telah disahkan positif COVID-19 pada 11 Mac. Rentetan daripada peningkatan kes dari hari ke hari, kerajaan Malaysia telah melancarkan Perintah Kawalan Pergerakan (PKP) di seluruh negara selama 14 hari bermula pada 18 Mac sehingga 31 Mac 2020. Sehingga kini, PKP sudah memasuki fasa pemulihan, iaitu bermula pada 10 Jun hingga 31 Disember 2020.

Penularan pandemik COVID-19 di seluruh dunia memberikan impak yang mendalam terhadap aspek kesihatan, ekonomi dan sosial komuniti global. Sehingga 6 Oktober 2020, kes positif COVID-19 telah mencecah 36 juta dengan 1,046,278 kes kematian di seluruh dunia (*World Health Organization*, 2020). Dari segi penyelidikan, aliran kajian banyak tertumpu kepada usaha untuk mengenal pasti jenis virus, punca, ciri-ciri dan analisis klinikal berkaitan dengan virus COVID-19 (Smith et al., 2020; Jeniffer, 2020; Wu & McGoogan, 2020; UNCTAD, 2020; Ying Liu et al., 2020 dan Kai & Jon, 2020). Sehubungan dengan itu, salah satu sektor ekonomi yang terjejas teruk adalah industri media, seni dan hiburan. Sehingga kini, tidak banyak literatur ilmiah yang ditulis dalam membincangkan perkaitan isu pandemik COVID-19 dengan industri *glam* ini. Salah satu yang relevan untuk dirujuk setakat ini adalah Moon (2020) yang menulis artikel tentang kesan COVID-19 terhadap industri hiburan yang diterbitkan dalam *International Digital Organization for Scientific Research – IDOSR Journal of Experimental Sciences*. Di Barat, sumber rujukan semasa banyak bergantung kepada sumber alternatif dari pelbagai media khususnya buletin, majalah, akhbar serta laman web pelbagai syarikat produksi seni. Antaranya Lexology, Dance Magazine, Birmingham Royal Ballet, Penn State News, New York Times dan The Edinburgh News. Selain itu, terdapat artikel tentang pandemik COVID-19 yang ditulis oleh beberapa kolumnis dari kalangan bukan sarjana seperti Epstein (2020), Valentina (2020), Claire (2020) dan Kate (2020). Dalam konteks Malaysia, sumber literatur dan hasil penyelidikan tentang pandemik COVID-19 ini masih terhad dan kurang.

Di Malaysia, pelaksanaan Perintah Kawalan Pergerakan (PKP) sebanyak empat fasa bermula pada 18 Mac sehingga 4 Mei 2020 yang disusuli dengan Perintah Kawalan Pergerakan Bersyarat (PKPB) bermula pada 4 Mei sehingga 9 Jun. Pada masa ini, Perintah Kawalan Pergerakan Pemulihan (PKPP) dikuatkuasakan bermula pada 10 Jun hingga 31 Disember 2020. Pengalaman berhadapan dengan pandemik COVID-19 dan PKP ini adalah pertama kali bagi kebanyakan penduduk dan tempohnya yang panjang sehingga melebihi 24 minggu memberikan impak yang mendalam terhadap kesejahteraan ekonomi dan sosial di negara ini.

Dalam konteks industri media, seni dan hiburan, arahan penutupan institusi, organisasi dan syarikat produksi serta amalan normal baharu seperti perlu mengelakkan perhimpunan massa dan berada dalam ruang yang sempit dan tertutup serta norma baharu seperti perlu penjarakan sosial, memakai penutup mulut dan hidung di tempat awam adalah satu cabaran yang besar kerana bertentangan dengan rutin industri seni dan hiburan yang lazimnya memerlukan penggiat seni bersentuhan secara fizikal ketika berlatih, membuat persiapan akhir dan melakukan persembahan. Untuk itu, artikel ini akan meneliti sorotan literatur impak dan cabaran dalam memperkasa penggiat seni persembahan sepanjang tempoh pandemik COVID-19.

Implikasi yang Dihadapi Penggiat Seni Persembahan Sepanjang Pandemik COVID-19 di Seluruh Dunia

Pandemik COVID-19 telah memberikan implikasi yang signifikan terhadap industri media, seni dan hiburan. Impak jangka panjang krisis kewangan dalam industri ini adalah sangat rencam dan pelbagai dengan perbezaan yang ada terutamanya institusi atau organisasi tanpa bantuan dana, antaranya yang beroperasi secara persendirian, tidak formal dan skala kecil-kecilan akan terjejas teruk (Claire, 2020). Sepanjang bulan Mac 2020, banyak institusi, organisasi dan syarikat produksi dalam media, seni dan hiburan di seluruh dunia telah ditutup dengan pelbagai pameran, acara dan persembahan yang dirancang sepanjang tahun terpaksa dibatalkan atau ditunda.

Implikasi ekonomi yang ketara kesan daripada arahan perintah berkurung akibat penularan COVID-19 adalah kemerosotan dari segi penganjuran acara seni dan kebudayaan yang akhirnya membantutkan pertumbuhan sektor hiburan untuk tempoh lima tahun akan datang (Bloom, 2020). Menurut analisis daripada Ampere, ia memberi kesan yang teruk terhadap penggiat seni dan pengiklanan. Sebaliknya, siaran video secara talian atau digital dijangka meningkat dengan kadar dua digit pertumbuhannya apabila normal baharu ini semakin meningkat menggantikan kebiasaan yang lama. Hal ini telah meyebabkan industri hiburan mengalami kerugian dalam penjanaan pendapatan sebanyak $160 bilion (Bloom, 2020).

Menurut Epstein (2020), kerana *nature* dalam penghasilan filem dan produksi televisyen, mereka yang terlibat dalam industri ini lebih terdedah dengan jangkitan virus COVID-19. Syarikat produksi dan penggiat seni dari pelbagai sektor didapati memiliki risiko yang tinggi untuk menyebarkan virus kerana wujudnya sentuhan secara fizikal ketika membuat persembahan atau berlakon untuk filem dan drama termasuk teater. Normal biasa ini adalah rutin dalam industri seni dan hiburan. Contohnya, juru *make up* terpaksa menyentuh muka pelakon, aktor perlu memegang atau bercium dengan artis lain, termasuk adegan pergaduhan dan *scene* tari-menari. Ini termasuk kru teknikal filem yang secara kerap memegang peralatan yang sama yang mungkin dijangkiti virus.

Sepanjang suku pertama tahun 2020, organisasi dan syarikat produksi dalam sektor media, seni dan hiburan di seluruh dunia telah diminta membatal, menghenti dan menunda aktiviti untuk khalayak awam dan terpaksa ditutup sepenuhnya apabila pandemik COVID-19 semakin menular dan kritikal di kebanyakan negara. Penutupan ini bermula di China, seterusnya di Asia Barat Daya dan akhirnya di seluruh dunia. Pada akhir bulan Mac 2020, kebanyakan organisasi dan syarikat produksi terpaksa ditutup, acara kesenian diminta ditunda atau dibatalkan sama ada secara sukarela ataupun arahan kerajaan negara masing-masing. Ia termasuklah produksi filem dan televisyen, teater, persembahan orkestra, *tour* untuk konsert termasuk persembahan muzikal dan festival kesenian. Berikutan berita penutupan dan pembatalan secara meluas pelbagai sektor media, seni dan hiburan di seluruh dunia sepanjang bulan Februari dan Mac sehinggalah ke bulan April, tarikh pembukaan semula atau jangkaan industri ini 'kembali ke normal' sepenuhnya masih tidak dapat ditentukan sehingga kini (Valentina, 2020).

Banyak syarikat utama media, seni dan hiburan seperti Netflix, Apple, Amazon, Warner Media, Facebook, Twitter, TikTok, Mashable dan Intel terpaksa membatalkan acara, majlis panel, tayangan perdana dan acara media, seni dan hiburan secara fizikal yang lain (Moon, 2020). Kesan yang dihadapi oleh industri hiburan ini jelas melalui kemerosotan jualan tiket di festival filem, gangguan terhadap pengedaran filem, malah terpaksa membatalkan pelancaran filem dan drama. Kesan kewangan ini dirasai oleh syarikat studio, pembuat filem, teater dan banyak lagi sektor hiburan lain yang terlibat secara langsung dan tidak langsung untuk tempoh beberapa bulan akan datang atau mungkin dalam beberapa tahun ini (Moon, 2020). Yang terbaru, Wiener Staatsoper (Vienna State Opera) telah melancarkan perkhidmatan rakaman dan penyiaran secara talian untuk tatapan audien umum dengan membuat persembahan konsert opera harian secara talian sejak *venue* konsert itu ditutup kesan penularan COVID-19 (Epstien, 2020).

Di Singapura, terdapat penganjuran festival tarian antarabangsa yang terbesar di Asia iaitu Radikal Force Jam (RF Jam). RF Jam merupakan satu organisasi tarian yang bertujuan untuk menggali bakat penari s*treet dance.* Organisasi ini juga memainkan peranan yang penting dalam budaya *Hip Hop*. Festival ini merupakan festival tahunan yang berlangsung pada bulan Mac. Penularan COVID-19 telah memberi impak yang sangat besar terhadap festival ini kerana ia bukan sahaja melibatkan peminat tari, pelancong, pemilik perniagaan tari, artis dan atlit; festival ini juga disokong oleh budaya dan industri di seluruh dunia. Pada 13 Februari, pengnjur RF jam telah memaklumkan kepada semua peserta bahawa mereka telah membuat keputusan untuk membatalkan RF Jam yang asalnya dilangsungkan pada 14 hingga 22 Mac 2020. Selain itu, RF Jam turut memutuskan untuk memulangkan bayaran tiket kepada para peserta yang telah membuat bayaran. Hal ini telah menyebabkan organisasi ini mengalami kerugian yang besar kesan penularan COVID-19 (Scape, 2020).

Strategi Penggiat Seni Persembahan Sepanjang Pandemik COVID-19 di Malaysia

Secara umumnya, industri kreatif adalah salah satu industri negara yang paling terjejas bersama industri pelancongan dan pengangkutan sejak pandemik COVID-19 melanda dunia. Apabila kerajaan Malaysia mengistiharkan bermulanya Perintah Kawalan Pergerakan (PKP) bermaksud pergerakan penduduk adalah terkawal, digalakkan duduk di rumah. Selain itu, rakyat juga tidak dibenarkan keluar berkumpulan dan hanya ketua rumah sahaja yang dibenarkan keluar. Tujuan utama terhadap Perintah Kawalan Pergerakan ini adalah untuk memutuskan talian rangkaian aktiviti dalam kalangan rakyat kerana itu sahaja kaedah yang boleh dilakukan adanya tanpa vaksin yang boleh membendung merebaknya wabak tersebut sehingga dicipta atau temui. Maka apabila kawalan ini dilaksanakan, kebanyakan aktiviti seni seperti pameran, persembahan seni di tempat awam dan persembahan di tempat tertutup terpaksa ditangguhkan atau dibatalkan. Pendek kata, apa sahaja aktiviti berkaitan seni sudah tidak di benarkan. Kesannya melibatkan majoriti seniman atau pengamal seni mengalami kerugian yang besar. Bukan sahaja seniman tidak boleh berkarya umpamanya pelukis tidak mendapatkan bahan melukis kerana kedai menjual bahan melukis diperintah tutup juga pelakon dan pengarah tidak boleh menjalankan penggambaran kerana dilarang berkumpul untuk menjalankan lakonan atau produksi perfileman.

Di samping itu, selama hampir tiga bulan perintah PKP dikuatkuasakan tiada produksi baharu yang dihasilkan. Hal ini disebabkan kerana studio atau syarikat produksi perfileman tidak dapat beroperasi. Oleh itu, kesemua pekerja pembantu yang berkerja dalam sesebuah penggambaran filem atau dokumentasi untuk tujuan promosi tidak lagi aktif. Kesemua mereka sama ada pengarah, pelakon, penulis skrip dan sebagainya terpaksa berada di rumah bagi mematuhi perintah PKP. Oleh sebab itu, aktiviti pengamal seni dalam apa bentuk sekali tidak aktif dan penjanaan kewangan bagi menampung kesinambungan kehidupan mereka terputus. Terdapat dalam kalangan mereka yang hilang punca rezeki. Menurut *World Health Organization* (WHO), wabak pandemik COVID-19 ini tidak akan reda dan berkemungkinan penduduk dunia terpaksa menerima wabak ini sebagai penyakit terminal seperti kanser, darah tinggi, kerana tidak ada penawarnya tetapi hanya boleh bertahan. Oleh itu, seniman perlu bersedia menangani kesan daripada pandemik yang mengubah konvensi seniman untuk berkarya dalam norma baharu sama ada menghasilkan karya, mempersembahkan kepada khalayak dan memasarkan karya mereka bagi menampung kehidupan mereka sebagai pengamal seni sepenuh masa dan separuh masa.

Sehubungan dengan itu, mereka seniman dan penggiat seni perlu membiasakan diri dengan pendekatan yang lebih kreatif dan inovatif jika ingin bersaing dalam pasaran industri kreatif dan hiburan. Kebanyakan seniman di seluruh dunia mula membiasakan diri dengan norma baharu menggunakan media digital dan media sosial untuk menyampaikan berita, promosi serta memasarkan karya mereka. Dengan kata lain, tiada lagi pendekatan kebiasaan umpamanya pelukis mengadakan pameran di dalam galeri secara fizikal bahkan mereka terpaksa mempamerkan hasil karya mereka dalam ruang maya bagi menyampaikan hasil karya mereka secara optimum kepada odium atau juga peminat mereka. Pelukis pula mengunakan teknologi digital yang membolehkan kolektor atau peminat menjelajah dan melawat pameran lukisan secara maya. Yang menariknya ialah karya baharu boleh dihantar terus kepada pengumpul seni dan mereka boleh menyimpan atau mempamerkannya melalui *wall frame* ibarat sebuah lukisan yang boleh ditukar-tukar mengikut *mood* atau selera peminat atau pengumpul seni. Jika selama ini penggunaan *YouTube* sebagai kaedah penyanyi, pemuzik serta penggubah lain mendapatkan odium mereka melalui siaran secara maya maka pelukis juga terpaksa mengambil inisiatif sebegini untuk menjamin peminat karya mereka mendapat ruang pendedahan. Menurut tokoh Lateral Thinking, Edward De Bono (1992) pemikir industri abad ke-21 adalah era dominasi bagi gambar digital dan teknologi maya yang canggih.

Selain itu, untuk lebih relevan dengan amalan norma baharu, penggiat seni perlu membebaskan diri atau dipanggil sebagai emansipasi diri dan minda. Menurut tokoh pakar motivasi, John Naisbitt iaitupengarang siri buku Megatrend, emansipasi adalah cara bagaimana pengamal seni perlu membuat perubahan dalam konteks yang baharu. Mereka tidak lagi hanya berkarya dalam pendekatan lama bahkan perlu meneroka teknik inovatif dari sudut pengkaryaan dan penyebarannya. Berdasarkan kepada pentas digital dan media sosial, mereka perlu menghasilkan karya yang berupaya mengisi keperluan pasaran maya yang mudah sampai kepada setiap peminat melalui telefon mudah alih atau *smart phone* dan internet. Karya yang sesuai tidak lagi dalam bentuk fizikal seperti catan dan arca, pelbagai media boleh menghasilkan karya digital yang interaktif dan mudah dimuat naik dalam ruang maya dan internet. Melalui media sosial yang kini sudah menjadi kelaziman dalam kehidupan moden maka sudah tiba masanya setiap seniman perlu berjinak dan membiasakan diri dengan kemampuan digital bagi memudahkan setiap seniman berkarya dan memasarkan karya dengan kaedah yang baharu ni. Jika diteliti sejak tempoh PKP, setiap pengurusan serta perniagaan sudah memaksimakan pengguna kaedah digital melalui *smart phone* dan internet tanpa menggunakan kaedah bersemuka atau *face to face* lagi bahkan hampir setiap urusan sama ada pendidikan, pemasaran dan transaksi jual beli dilakukan atas talian untuk mempercepat serta memudahkan cara komunikasi dan pengurusan. Di samping itu, pertemuan atau mesyuarat sudah dibiasakan dengan pengunaan aplikasi Zoom atau Google Meet. Kedua-dua aplikasi dalam talian ini sudah semakin popular iaitu pihak pengurus bertemu tanpa berjumpa secara fizikal dengan pelanggan mereka. Dalam urusan memasarkan atau menjual karya seni, pelukis boleh menggunakan beberapa aplikasi yang baharu seperti Baidu dan aplikasi Tencent atas talian Internet seperti yang dicipta di negeri China.

Seterusnya, pengamal seni perlu mengadakan ruang pameran atau persembahan dengan pendekatan ruang maya bagi mempromosi dan mempamerkan karya seni mereka. Kaedah ini memudahkan seniman mempamerkan karya mereka tanpa perlu menyewa bangunan atau dewan dan tidak perlu mengeluarkan kos yang besar untuk sesuatu pameran seni visual atau persembahan seni visual seperti tarian dan lakonan. Oleh sebab itu, para seniman dan pelukis tempatan perlu membiasakan diri dengan norma baharu sepanjang tempoh pandemik COVID-19 ini.

Salah satu sektor ekonomi yang terjejas adalah pelancongan. Negeri Sabah dikenali dengan pelbagai etnik peribumi yang mempunyai keunikan budaya masing-masing yang menjadi tarikan pelancong untuk menguntungkan negeri ini. Namun begitu, kemasukan pelancong asing ke Malaysia telah disekat menyebabkan pengurangan jumlah ketibaan pelancong ke Sabah. Perayaan seperti Pesta Kalimaran, Pesta Kaamatan, Regatta Lepa dan sebagainya terpaksa dibatalkan bagi mematuhi perintah PKP yang telah ditetapkan oleh pihak kerajaan. Hal ini telah memberi impak yang besar terhadap penggiat seni terutamanya bahagian kebudayaan. Persembahan yang sering dijalankan semasa perayaan turut diberhentikan menyebabkan penari, pemuzik, koreografer dan pihak produksi hilan punca pendapatan mereka. Selain daripada perayaan, terdapat juga pertandingan yang dianjurkan secara besar-besaran setiap tahun di Sabah seperti Tugu Budaya, Sabah Festival, Borneo Arts Festival dan Sugandoi Peringkat Negeri turut dibatalkan. Hal ini telah menyebabkan para penggiat seni dari segi muzik, tarian, visual, teater dan sebagainya tidak dapat menunjukkan hasil karya mereka, seterusnya menyebabkan kerugian dari aspek persiapan fizikal dan mental serta teknikal yang telah dilakukan sebelum ini. Oleh hal demikian, penganjur seni mulai menganjur pertandingan atas talian melalui *Youtube* dan *facebook* bagi mengatasi masalah.

Kesimpulan

Secara keseluruhannya, penularan COVID-19 telah memberi impak yang besar kepada kesemua institusi, organisasi dan syarikat produksi dalam media, seni dan hiburan di seluruh dunia. Mereka mengalami kerugian yang besar sehingga menghilangkan pekerjaan dan hilang punca rezeki. Hal ini kerana, segala pameran, acara dan persembahan yang dirancang sepanjang tahun terpaksa ditunda atau dibatalkan. Justerunya, para seniman dan penggiat seni mulai membiasakan diri dengan pendekatan yang lebih kreatif dan inovatif untuk bersaing dalam pasaran industri kreatif dan hiburan. Kebanyakan mereka menggunakan media digital dan media sosial untuk menyampaikan berita, promosi serta memasarkan karya mereka. Hal ini kerana rakyat diarahkan untuk berada di rumah bagi mengelakkan bersemuka dengan orang lain bagi memutuskan rangkaian COVID-19. Oleh itu, penggunaan kaedah atas talian telah menjadi salah satu kaedah yang strategi dalam norma baharu ini. Kaedah ini didapati dapat mempercepatkan serta memudahkan cara komunikasi dan pengurusan. Di samping itu, aplikasi-aplikasi seperti Zoom, Google Meet, Google Classroom dan sebagainya semakin popular bagi tujuan mesyuarat, seminar dan kuliah atas talian. Seterusnya, aplikasi seperti

Youtube dan Facebook telah digunakan oleh para penganjur untuk mengajur pertandingan atas talian. Dengan adanya inisiatif menggunakan aplikasi-aplikasi dalam kehidupan norma baharu ini telah banyak membantu para penggiat seni bagi mengatasi masalah yang dialami akibat penularan penyakit COVID-19.

Penghargaan

Para penulis mengucapkan terima kasih kepada Universiti Malaysia Sabah kerana menyediakan geran penyelidikan Skim Dana Khas COVID-19 (SDK0306) untuk melakukan kajian ini. Terima kasih atas kebenaran menggunakan penemuan kajian ini untuk dikongsikan dalam penerbitan ini.

Rujukan

Birmingham Royal Ballet. (2020). *11 May - Updates regarding COVID-19*. https://www.brb.org.uk /post /update-regarding-covid-19. Birmingham Royal Ballet. 14 May 2020. Diakses pada 10 Jun 2020.

Bloom, D. (2020). *Pandemic, downturn to cost entertainment Industry $160 billion in growth over 5 years.* Editors' Pick, May 21, 2020.

Claire, V. (2020*). How three very different museums are dealing with the COVID-19 crisis. Artsy*, 20 April 2020. https://www.artsy.net/article/artsy-editorial-three-museums-dealing-covid-19-crisis. Diakses pada 11 Jun 2020.

Dance Magazine. (2020). *A timeline of canceled performances in the wake of the Coronavirus Pandemic*.https://www.dancemagazine.com. 20 March 2020. Diakses pada 10 Jun 2020.

Epstein, A. (2020). Coronavirus is pushing an already vulnerable film industry closer to the edge. *Quartz. 9(2): 16-22.*

Jennifer, B. (2020). *Assessment of COVID-19's Impact on Small and Medium-sized Enterprises*. Santa Monica, Calif: The Rand Corporation.

Kai Kupferschmidt & Jon Cohne. (2020). *Race to find COVID-19 treatments accelerates – WHO launches megatrial to test repurposed drugs and experimental drugs candidates*. http://sciencemag.org. Diakses pada 29 Mac 2020.

Kate, H. (2020). *We shouldn't just be used for charity': Musicians are still getting work – but they're not being paid. The Guardian.* 8 May 2020. https://www.theguardian.com/music/2020/may/09/we-shouldnt-just-be-used-for-charity-musicians-are-still-getting-work-but-theyre-not-being-paid. Diakses pada 11 Jun 2020.

Kementerian Dalam Negeri. (2020). *Perintah Kawalan Pergerakan bagi Mengekang Penularan Wabak COVID-9* (18 Mac - 31 Mac 202). Jabatan Perdana Menteri, Kuala Lumpur.

Lexology. (2020). *The impact of COVID-19 on media and entertainment industry transactions.* USA, 8 May 2020.

Moon, S. (2020). Effects of COVID-19 on the entertainment industry. *International Digital Organization for Scientific Research - IDOSR Journal of Experimental Sciences*, 5(1), 8-12.

New York Times. (2020). *Curtains for Broadway: No shows until labor day, at least*. https: //www.ny times.com /2020/05/12/theater/broadway-coronavirus.html. Diakses pada 8 Jun 2020.

Penn State News. (2020). *Hong Kong Ballet cancels April 24 performance at Eisenhower Auditorium*. https://news.psu.edu/story/609901/2020/02/25/arts-and-entertainment/
hong-kong-ballet-cancels-ap -ril-24-perfor mance). Penn State News, 25 February 2020. Diakses pada 10 Jun 2020.

Scape. (2020). *Cancellation of Radikal Forze Jam*. https://www.scape.sg/scapedance/scape-radikal-forze-jam/. Diakses pada 7 September 2020.

Smith, T., Bushek, J. & Prosser, J. (2020). *COVID-19 Drug Therapy – Potential Options*. https://www.else-vier .com. Diakses pada 29 Mac 2020.

The Edinburgh News. (2020). *U-turn on Edinburgh Festival Fringe cancellation – If lockdown measures are lifted*. https://www.edinburghnews.scotsman.com. The Edinburgh News, 2 April 2020. Diakses pada 10 Jun 2020.

United Nation Conference on Trade and Development (UNCTAD). (2020). *Global trade impact of the coronavirus (Covid-19) epidemic*. https://unctad.org. Diakses pada 30 Mac 2020.

Valentina, D. L. (2020). *A daily report on how COVID-19 is impacting the art world. Hyperallergic*, 9 March 2020. https://hy perallergic.com/546913/coronavirus-daily-report/. Diakses pada 11 Jun 2020.

World Health Organization. (2011). The classical definition of a pandemic is not elusive. *Bull. World Health Organ., 89 (7), 540541.*

World Health Organization. (2020). *Coronavirus Update*. https://www.worldometer.info. Diakses pada 20 April 2020.

Wu, Z. & McGoogan, J. M. (2020). *Characteristics of and important lessons from the coronavirus-disease 2019 (COVID-19) outbreak in China: Summary of a report of 72 314 cases from the Chinese center for disease control and prevention*. *JAMA*, February 24,2020.

Ying Liu, Albert, A. G., Annelies Wilder-Smith & Joacim Rocklöv. (2020). The reproductive number of COVID19 is higher compared to SARS coronavirus. *Journal of Travel Medicine*, February 13, 2020.

ISU DAN INISIATIF UNTUK MENINGKATKAN POPULARITI DESTINASI PELANCONGAN PANTAI: KAJIAN KES PANTAI KELANANG, SELANGOR

ISSUES AND INITIATIVES TO INCREASE THE POPULARITY OF COASTAL TOURISM DESTINATION: A CASE STUDY OF PANTAI KELANANG, SELANGOR

Jabil Mapjabil[1]
Colonius Atang[2]
Nor-Ina Kanyo[3]
Sri Ningsih Sukirman[4]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: jabil@ums.edu.my)
[2]Fakulti Sains Sosial dan Kemanusiaan, Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: colonius@ums.edu.my)
[3]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: norina@ums.edu.my)
[4]Akademi Seni dan Teknologi Kreatif (ASTiF), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: ningsih@ums.edu.my)

Abstrak: *Kertas kerja ini meneliti tentang isu dan inisiatif untuk meningkatkan populariti Pantai Kelanang sebagai destinasi pelancongan di Selangor. Sehingga ke hari ini, Pantai Kelanang lebih sinonim sebagai lokasi penggambaran pasangan pengantin, iklan dan filem. Persoalannya, bagaimanakah populariti pantai ini mampu dipertingkatkan? Kajian ini melibatkan kaedah kuantitatif dengan menggunakan borang soal selidik. Seramai 80 orang responden iaitu 35% penduduk tempatan, 62.5% pelancong domestik dan 2.5% pelancong asing terlibat dalam kajian ini. Profil demografik responden menunjukkan 54% adalah lelaki, 48% responden berumur dalam lingkungan 31 - 40 tahun, 77.5% berbangsa Melayu, 75% adalah berstatus berkahwin dan 56% berpendidikan di peringkat menengah. Hasil kajian menunjukkan lebih 80% responden adalah pengunjung ulangan, 52.5% datang berkumpulan atau berpasangan, 62.5% melawat menggunakan kereta persendirian dan lebih 60% menginap di destinasi yang dikunjungi. Tarikan utama responden datang ke Pantai Kelanang ialah pemandangan yang cantik (36%) dan pantai yang bersih (28%). Antara isu yang dikenal pasti ialah pengurusan dan penjagaan pantai, kemudahan asas yang disediakan, kepelbagaian aktiviti yang ditawarkan, faktor aksesibiliti dan promosi serta persaingan dengan pantai yang berdekatan. Inisiatif yang dicadangkan untuk meningkatkan populariti Pantai Kelanang termasuklah pembinaan jalan baru dan pengurusan lalu lintas, pembangunan Kelanang Waterfront, pengindahan persekitaran desa serta meningkatkan publisti dan promosi.*

Kata Kunci: *Isu, Inisiatif, Populariti, Destinasi Pelancongan*

Abstract: *This article examines the issues and initiatives to increase the popularity of Pantai Kelanang as a tourist destination in Selangor. To this day, Pantai Kelanang is more synonymous as a location for filming the bride and groom, advertisements and movies. The question is, how can the popularity of this beach be enhanced? This study involves a* *quantitative method using questionnaire for survey. A total of 80 respondents, with 35% locals, 62.5% domestic tourists and 2.5% foreign tourists were involved in this study. The demographic profile of respondents showed 54% were male, 48% of respondents aged 31-40 years, 77.5% Malays, 75% are married and 56% are rated educated at the secondary level. The results showed that more than 80% of the respondents were repeat visitors, 52.5% came in groups or pairs, 62.5% visited using a private car and more than 60% stayed at the destination visited. The main attractions of respondents came to Kelanang Beach are the beautiful scenery (36%) and clean beaches (28%). Among the issues identified were the management and care maintenance of the beach, the basic facilities provided, the variety of activities offered, accessibility factors and promotion as well as competition with nearby beaches. Based on the findings, the proposed initiatives to increase the popularity of Pantai Kelanang are including the construction of new roads and traffic management, the development of the Kelanang Waterfront, beautification of the rural environment as well as increasing publicity and promotion.*

***Keywords**: Issues, Initiatives, Popularity, Tourism Destinations*

Pengenalan

Pelancongan merupakan salah satu sektor yang boleh meningkatkan pendapatan sekali gus memacu pertumbuhan ekonomi negara. Menurut United Nations World Tourism Organization UNWTO (2020), kadar ketibaan pelancong antarabangsa mencecah 1.5 bilion pada tahun 2019, meningkat daripada 1.4 bilion pada 2018 iaitu pertumbuhan enam peratus pada 2018, tujuh peratus pada 2017 dan empat peratus pada 2016. Selain perindustrian, sektor pelancongan merupakan penyumbang KDNK di Malaysia dengan menduduki tangga ketiga dalam kumpulan penjana pendapatan negara. Industri Pelancongan adalah penyumbang utama dalam sektor perkhidmatan negara dengan sumbangan Keluaran Dalam Negara Kasar (KDNK) sebanyak 14.8% atau RM182.4 bilion. Untuk sektor National Key Economic Areas (NKEA) pula, pelancongan merupakan penyumbang ketiga terbesar dengan sumbangan bernilai RM73.3 bilion kepada Pendapatan Negara Kasar (*Gross National Income*). Di samping itu, guna tenaga industri pelancongan mencatatkan rekod tertinggi iaitu seramai 3.2 juta orang bersamaan dengan 22.7% daripada jumlah guna tenaga keseluruhan pada tahun 2016 (Kementerian Pelancongan, Seni dan Budaya Malaysia, MOTAC, 2018).

Malaysia merupakan sebuah negara yang kaya dengan sumber semula jadi yang menjadi produk dan tarikan pelancong. Antaranya, kawasan persisiran pantai yang cantik dan mendamaikan. Persisiran pantai ini merupakan aset penting negara dalam usaha menarik pelancong tempatan dan asing ke negara ini (Remali & Nor' Azurah Md, 2017). Negara ini sangat bertuah kerana memiliki banyak pantai yang menarik, salah satunya ialah Pantai Kelanang di Selangor. Pantai Kelanang merupakan kawasan pantai berpasir dan ditumbuhi pokok rhu serta pokok kayu bakau. Pemandangan Pantai Kelanang yang indah dan unik menjadi tumpuan juru foto untuk lokasi sesi penggambaran pengantin, iklan dan filem. Justeru, kajian ini dijalankan untuk meneliti isu dan inisiatif untuk meningkatkan populariti Pantai Kelanang sebagai destinasi pelancongan pada masa hadapan.

Tinjauan Literatur

Kajian tentang pembangunan pelancongan pantai dari aspek isu dan cabaran yang dihadapi serta inisiatif yang perlu dilaksanakan sering mendapat perhatian ramai pengkaji dan sarjana (Fadillah et al., 2012; Ratih Sari & Darmawan, 2005; Papageoriouaa, 2019; Stryhak et al., 2020). Fadillah et al. (2012) menganalisis tentang strategi dan inisiatif alternatif dalam pembangunan pelancongan pantai di Aceh Besar, Sumatera selepas berlakunya tragedi tsunami di wilayah berkenaan. Terdapat faktor dalaman dan luaran yang mempengaruhi pembangunan pantai untuk pelancongan. Kesemua faktor ini boleh menjadi penyokong atau cabaran (masalah) dalam usaha pembangunan pelancongan pantai. Untuk itu, terdapat 10 strategi alternatif yang dilaksanakan dalam pembangunan pantai untuk pelancongan di Aceh besar, antaranya meningkatkan sokongan pihak kerajaan untuk pembangunan dan pengurusan pantai bagi tujuan pelancongan, memperkasa komuniti tempatan untuk terlibat dalam pembangunan pelancongan pantai dan memastikan sistem pengurusan yang profesional di pinggir pantai agar pelancong merasa lebih selesa dan selamat daripada jenayah dan bencana alam. Manakala Ratih Sari dan Darmawan (2005) mengkaji tentang inisiatif plan pembangunan untuk potensi pelancongan di zon pinggir pantai Ujungnegoro, di Daerah Batang, Jawa Tengah. Di sebalik potensi landskap persekitaran yang unik, pihak kerajaan menghadapi beberapa cabaran dalam pembangunan pelancongan di kawasan ini, antaranya kekurangan dana untuk tujuan pembangunan, kekurangan infrastruktur serta bantuan kerajaan yang tidak mencukupi terutamanya dari aspek bajet dan bantuan teknikal. Untuk itu, penyelidik menganalisis masalah yang dihadapi dan mengenal pasti strategi perancangan yang bersesuaian yang boleh dilaksanakan untuk mempromosikan industri pelancongan di Ujungnegoro. Untuk itu, matlamat utama adalah untuk membangunkan *waterfront* yang mencapai keseimbangan antara pembangunan pelbagai kemudahan dan hidupan marin di *waterfront* berkenaan.

Seterusnya, Papageoriouaa (2019) meneliti tentang insiatif membangunkan model pelancongan pantai yang efektif dan menyeluruh. Pembangunan secara berlebihan di sesebuah destinasi menjadi punca terhadap impak negatif terhadap aspek ekonomi, sosial, budaya dan persekitaran. Justeru, suatu usaha yang berbeza perlu dikenal pasti untuk merancang semula destinasi sedia ada serta membangunkan destinasi baharu termasuk yang belum dibangunkan dengan cara yang lebih lestari. Model pelancongan pantai yang dikemukakan perlu berdasarkan strategi untuk mengatur, mengawal dan mengurus kewangan menggunakan peraturan dan amalan yang diterima umum. Justeru, perancangan pelancongan harus teliti, fleksibel, adaptif dan telus serta harus diambil kira. Stryhak et al. (2020) meneliti tentang prospek pembangunan pelancongan pinggir pantai dan marin di Ukraine. Untuk itu, pengkaji mengenal pasti isu dan cabaran yang dihadapi dan merangka langkah penyelesaian. Isu dari aspek ekonomi, sosial, politik, ekologi dan institusional untuk pembangunan pelancongan pantai dan marin ditentukan. Penyelidik membangun dan mencadangkan suatu model konseptual dalam konteks strategi pembangunan lestari menggunakan metode Analisis Berstruktur dan Teknik Desain (SADT). Isu utama dikenal pasti dan solusi bagi setiap masalah itu turut ditentukan. Masalah wujud dalam sistem politik dan ekonomi yang menunjukkan suatu kedudukan yang lemah dalam merancang pembangunan pelancongan secara total termasuk keperluan peningkatan keadaan untuk aktiviti entiti pasaran dalam sektor ekonomi.

Metodologi Kajian dan Kawasan Kajian

Kajian ini menggunakan kaedah kuantitatif melalui temu bual menggunakan borang soal selidik untuk memperolehi data daripada responden yang berkunjung ke Pantai Kelanang. Responden terdiri daripada pelawat harian, pelancong domestik, pelancong asing dan penduduk tempatan. Untuk itu, seramai 80 orang responden terlibat dalam kajian ini. Bilangan responden ini adalah memadai kerana kadar ketibaan pelancong dan pengunjung ke pantai ini adalah agak rendah dan bermusim.

Rajah 1: Lokasi Kajian di Pantai Kelanang, Selangor

Pantai Kelanang terletak dalam kawasan perkampungan yang dikenali sebagai Kampung Kelanang. Latar belakang Kampung Kelanang adalah berasal daripada sebuah kampung tradisi yang diduduki orang Melayu dan Orang Asli yang menjadi penduduk asal. Kampung Kelanang berasal daripada banyaknya pokok rotan yang dalam Bahasa orang Asli disebut sebagai *lanang*. Jumlah penduduk Kelanang ialah seramai lima ribu orang. Penduduk Kampung ini didiami oleh pelbagai etnik seperti Melayu, Cina, Jawa dan Orang Asli (Norfazila, 2019). Pantai Kelanang merupakan kawasan pantai berpasir dan ditumbuhi pokok rhu dan pokok bakau. Persisiran Pantai Baru Morib ke Pantai Kelanang dipenuhi oleh tumbuhan bakau sejauh tujuh kilometer. Dari jalan utama iaitu Jalan Morib, untuk akses ke Pantai Kelanang adalah melalui jalan kampung yang sedia ada di Pekan Tongkah dan seterusnya dihubungkan dengan jalan berturap sejauh 5 kilometer (Rajah 1.).

Hasil Kajian dan Perbincangan

Ciri Profil Demografik Responden

Hasil kajian menunjukkan majoriti daripada 80 orang responden yang ditemu bual adalah pelancong domestik termasuk pelawat harian iaitu 62.5% (50 orang). Seterusnya, seramai 28 orang responden (35.0%) adalah dari kalangan penduduk tempatan. Manakala hanya dua orang responden (2.5%) adalah pelancong asing. Daripada segi jantina, bilangan responden lelaki dan perempuan agak seimbang, iaitu masing-masing 43 orang (54.0%) dan 37 orang (46.0%). Daripada jumlah itu, seramai 60 orang responden (75.0%) sudah berkahwin dan selebihnya masih bujang iaitu 20 orang (25.0%) Seterusnya, majoriti responden adalah berumur antara 31 - 40 tahun iaitu seramai 39 orang (48.7%), diikuti oleh responden yang berumur dalam lingkungan 21 - 30 tahun iaitu seramai 27 orang (33.7%). Majoriti responden yang ditemu bual berbangsa Melayu iaitu seramai 62 orang (77.5%), diikuti responden India - 12.5%, Cina - 7.5% dan lain-lain bangsa - 2.5%. Hasil kajian turut mendapati kebanyakan responden memiliki pendidikan peringkat menengah iaitu seramai 56 orang (70%). Manakala dari aspek pekerjaan pula, majoriti bekerja dalam sektor swasta - 64 orang (80%), lain-lain pekerjaan seperti di sektor awam - 7.5%, bekerja sendiri - 6.25% dan pelajar - 6.25%.

Ciri Kunjungan Responden

Berdasarkan hasil kajian menunjukkan 65 orang responden (81.2%) adalah mereka yang melakukan kunjungan ulangan manakala 15 orang (18.8%) pula adalah kunjungan pertama kali. Daripada jenis kunjungan pula, kebanyakannya datang secara berkumpulan termasuk berpasangan serta bersama keluarga iaitu dengan masing-masing mencatatkan 42 orang (52.5%) dan 38 orang (47.5%) responden. Seterusnya, responden yang datang ke Pantai Kelanang menggunakan kereta persendirian menunjukkan bilangan yang paling tinggi berbanding mod pengangkutan lain, iaitu seramai 50 orang (62.5%). Responden yang menggunakan motorsikal pula menunjukkan bilangan seramai 20 orang (25%), van - lapan orang (10.0%) dan kereta sewa / teksi - dua orang (2.5%). Jumlah responden yang menginap merupakan yang paling tinggi iaitu seramai 50 orang (62.5%), manakala yang tidak menginap pula seramai 30 orang (37.5%). Daripada jumlah yang menginap, 18 orang (22.5%) - berkhemah, 16 orang (20.0%) - rumah rakan atau saudara mara, 12 orang (15.0%) - homestay dan empat orang (5.0%) - hotel. Dari segi bilangan hari, majoriti responden menginap lebih daripada tiga hari, iaitu 26 orang (32.5%), diikuti dua hari - 18 orang (22.5%) dan satu hari - 6 orang (7.5%).

Isu dan Inisiatif untuk Menarik Kunjungan Pelancong ke Pantai Kelanang, Selangor

Hasil kajian menunjukkan terdapat dua isu utama dalam menarik kunjungan pelancong ke Pantai Kelanang, iaitu lokasinya yang terletak jauh atau terpencil dari jalan utama dan kurangnya promosi yang dilakukan untuk ia lebih dikenali. Hal ini mencatatkan masing-masing 20 orang responden (25.0%) yang berpendapat sedemikian. Selain itu, isu lain adalah persekitaran yang sunyi - 16 orang responden (20.0%), persaingan dari pantai lain yang berdekatan - 13 orang (16.3%) dan lain-lain isu seperti kurang pemantauan, gejala sosial seperti melepak berkumpulan dan maksiat serta kurangnya papan tanda menuju ke pantai berkenaan - 11 orang (13.7%). Menurut Wan Suzita et al. (2016), hasil kajian di wilayah pelancongan ECER menunjukkan destinasi pilihan bagi pelancong domestik dan antarabangsa banyak dipengaruhi oleh faktor persepsi pelancong, sumber maklumat, bentuk kunjungan dan kemudahan perkhidmatan yang disediakan.

Untuk inisiatif meningkatkan populariti Pantai Kelanang, responden berpendapat perlunya untuk memperbanyakkan aktiviti dan program di pantai tersebut. Hal ini dicadangkan oleh 26 orang responden (32.5%). Seterusnya, promosi giat perlu dijalankan agar pantai berkenaan lebih dikenali - 24 orang responden (30.0%), menambah baik struktur jalan raya menuju ke Pantai Kelanang - 14 orang (17.5%) dan lain-lain strategi seperti memperbanyakkan *kiosk* menjual aktiviti permainan pantai seperti layang-layang serta menambah baik kemudahan asas di kawasan berkenaan - 16 orang responden (20.0%). Justeru, dalam usaha kerajaan merancang strategi bagi membangunkan sektor pelancongan pada skala yang lebih luas, hasil kajian yang diperolehi sebegini dapat menonjolkan beberapa isu yang harus dipertimbangkan dari aspek pelaksanaan dasar kerajaan terutamanya strategi pembangunan jangka panjang, sama ada kerajaan negeri mahupun kerajaan persekutuan (Remali & Nor' Azurah, 2017).

Cadangan Inisiatif untuk Meningkatkan Populariti Pantai Kelanang, Selangor

Hasil kajian ini menunjukkan betapa penting dan perlunya inisiatif penambahbaikan dari segi pengurusan yang lebih efisien untuk menyeimbangkan pembangunan dengan tahap kemudahan yang sedia ada di samping membantu mengurangkan kesan negatif kesan daripada pembangunan pelancongan yang telah dirancang dan bakal dilaksanakan. Pembinaan jalan baharu dapat membantu dalam meningkatkan keupayaan aksesibiliti ke Pantai Kelanang.

Selain itu, ia dapat membantu dalam menguruskan sistem lalu lintas yang lebih sistematik. Inisiatif yang boleh diambil adalah dengan membuka kawasan tanah lapang yang baharu sebagai laluan alternatif utama ke Pantai Kelanang. Selain itu, medan pejalan kaki (*Kelanang Esplanade)* boleh dibina di sepanjang jalan Pantai Kelanang. Seterusnya, pembinaan 'board walk' dan laluan pejalan kaki di pesisir pantai dicadangkan yang dapat mengintegrasikannya dengan rangkaian pejalan kaki yang berhampiran dengan badan air yang mengunjur di sepanjang Pantai Kelanang.

Inisiatif pembangunan Kelanang *waterfront* adalah perlu untuk mengoptimumkan keindahan vista semula jadi Pantai Kelanang melalui reka bentuk '*streetscape*' yang responsif, persekitaran yang mempunyai tahap mobiliti pejalan kaki yang selesa dan menambah ruang untuk aktiviti perniagaan dan rekreasi. Cadangan dari segi pengindahan ruang terbuka dan landskap iaitu dengan menaik taraf kualiti landskap di ruang terbuka di sekitarnya. Pembangunan dan pembinaan Kelanang Esplanade boleh dilakukan dalam pembangunan Kelanang *waterfront*. Seterusnya, penetapan zon rekreasi aktif dan pasif pantai serta pembinaan menara pengawal keselamatan pantai perlu dipandang serius untuk menjaga keselamatan pengunjung ketika di pantai. Pantai Kelanang perlu diwartakan sebagai kawasan rekreasi awam agar dapat dikekalkan ekosistem semula jadi yang sedia ada. Selain itu, Pantai Kelanang adalah berpotensi untuk dimajukan setanding dengan pantai lain di negara ini. Selain itu, tujuan utama meningkatkan publisiti dan promosi adalah untuk menaikkan imej Selangor khususnya dan Malaysia amnya di peringkat antarabangsa sebagai destinasi pelancongan. Usaha publisiti dan promosi perlu dipertingkatkan bagi mengekalkan daya saing dan tarikan produk dan perkhidmatan pelancongan. Inisiatif pertama untuk memperkasakan kemajuan pelancongan adalah dengan meningkatkan publisiti dan promosi produk pelancongan itu sendiri. Pihak berkepentingan harus lebih komited dan proaktif dalam usaha untuk meningkatkan populariti Pantai Kelanang. Ini boleh dilaksanakan dengan strategi promosi melalui media massa terutamanya media social seperti *Instagram*, *Twitter* dan *Facebook.*

Kesimpulan

Keindahan, kedamaian dan keunikan sesebuah pantai menjadikannya antara lokasi yang sering menjadi tumpuan pengunjung untuk bersantai, berekreasi dan berkelah. Kekuatan dan keunikan Pantai Kelanang berbanding dengan pantai lain di negara ini ialah rimbunan hutan bakau dan pokok rhu, sisa dahan, tunggul dan akar tunjang berceragah serta pantai bersalut selut yang sesuai untuk aktiviti penggambaran pengantin, iklan dan drama - filem. Justeru, keunikan unggul ini perlu diserlahkan melalui suatu pengurusan yang berintegrasi, bukan sahaja melibatkan beberapa pihak pemegang taruh terpilih tetapi usaha promosi yang merentasi sektor perkhidmatan dengan memanfaatkan sepenuhnya media sosial yang 'trending' dan berkesan dalam 'memasarkan' sesuatu produk pelancongan termasuk Pantai Kelanang itu sendiri.

Rujukan

Fadillah, A., Dewi, T. G. & Hardjanto, A. (2012). Analysis of Alternative Strategy in Coastal Tourism Development in Aceh Besar, Indonesia after Tsunami Disaster. *International Journal of Social Science and Humanity*, 2(3), 206-202.

Kementerian Pelancongan, Seni dan Budaya Malaysia (MOTAC). (2018). Mesyuarat Jawatankuasa Kabinet Pelancongan (JKP) Ke-14 Bil. 1 Tahun 2018. Putrajaya.

Norfazila Ab. Hamid. (2019). Kajian fonetik varian Kelanang: Dialek Melayu Jugra Selangor. *Journal of Social Sciences and Humanities*, 16 (2), 1-13.

Papageoriouaa, A. (2019). Developing a sufficient and effective coastal tourism model. *TOLEHO - Journal of Tourism, Leisure and Hospitality*, (1), 26-32.

Peta Pantai Kelanang. http://www.petapantaikelanang.my. Akses pada 16 Ogos 2019.

Ratih Sari, S. & Darmawan, E. (2005). A development plan for tourism potentials in coastal area of Ujungnegoro, Batang Regency. *Journal of Coastal Development*, 9(1), 43-51.

Remali Yusoff & Nor' Azurah Md Kamdari (2017). Faktor tarikan pelancongan pantai: Kajian kes Pantai Irama Bachok, Kelantan. *Proceedings of International Confererence on Economics 2017 (ICE 2017).*

Stryzhak, O., Akhmedova, O. & Aldoshyna, M. (2020). The prospects of the marine and coastal tourism development in Ukraine. *E3S Web of Conferences*, 153.

United Nations World Tourism Organization (UNWTO). (2020). www.unwto.org.

Wan Suzita Wan Ibrahim, Habibah Ahmad, Hamzah Jusoh, Mohd Fuad Mat Jali & Mushrifah Idris. (2016). Pergerakan pelancong dan kesannya terhadap destinasi pelancongan wilayah. *Malayssia Journal of Society and Space*, 12(11), 169-186.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

KADAR BAYARAN DAN KESANGGUPAN UNTUK MEMBAYAR: KAJIAN KES DI KUNDASANG - RANAU, SABAH

PAYMENT RATE AND WILLINGNESS TO PAY (WTP): A CASE STUDY OF KUNDASANG - RANAU, SABAH

Jabil Mapjabil[1]
Rahmah Rashid[2]
Mazdi Marzuki[3]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah, Malaysia
(E-mel: jabil@ums.edu.my)
[2]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah, Malaysia
(E-mel: rahmah@ums.edu.my)
[3]Jabatan Geografi & Alam Sekitar, Fakulti Sains Kemanusiaan, Universiti Pendidikan Sultan Idris, Malaysia
(E-mel: Mazdi@fsk.upsi.edu.my)

Abstrak: *Negeri Sabah kaya dengan pelbagai tarikan pelancongan berasaskan budaya, alam sekitar, sejarah dan festival. Terdapat destinasi pelancongan ini yang mengenakan bayaran masuk dan sebaliknya. Konsep kesanggupan untuk membayar (willingness to pay - WTP) adalah penting dalam kajian ekonomi terutamanya sektor pelancongan. Namun begitu, kajian berkenaan isu ini masih kurang dan terhad. Kertas kerja ini meneliti tentang kadar bayaran dan kesanggupan untuk membayar pengunjung yang melawat destinasi pelancongan terpilih di Kundasang - Ranau, Sabah. Pendekatan kajian yang digunakan adalah penilaian dan kajian kes. Kaedah penyelidikan melibatkan temu bual menggunakan borang soal selidik dan pemerhatian. Untuk itu, seramai 150 orang responden terlibat dalam kajian ini. Hasil kajian menunjukkan empat daripada destinasi pelancongan yang dikaji mengenakan ketiga-tiga bayaran iaitu bayaran masuk, aktiviti dan perkhidmatan. Sebahagian besar responden berpendapat kadar bayaran yang dikenakan oleh premis pelancongan adalah berpatutan (57.3%). Antara cadangan responden adalah kadar bayaran sedia ada perlu dikekalkan iaitu seramai 44 orang responden (37.9%), kadar itu perlu dikurangkan - 12 orang (10.4%) dan kadar bayaran perlu dinaikkan untuk pelancong asing - 15 orang (12.9%). Sebagai implikasinya, hasil kajian ini penting kepada pengusaha pelancongan dan perancang pembangunan ekonomi negeri untuk memastikan destinasi pelancongan di negeri ini lebih berdaya saing dan lestari dengan menawarkan kadar bayaran yang berpatutan dengan kualiti perkhidmatan dan produk yang ditawarkan.*

Kata Kunci: *Kesanggupan untuk Membayar, Destinasi pelancongan, Pengunjung*

Abstract: *The state of Sabah is rich in various tourist attractions based on culture, environment, history and festivals. There are these tourist destinations that charge an entrance fee and vice versa. The concept of willingness to pay (WTP) is important in economic studies, especially in the tourism sector. However, studies on this issue are still lacking and limited. This article examines the payment rate and willingness to pay among visitors who visited the selected tourist destinations in Kundasang and Ranau of Sabah. The research approach used was evaluation and case study. Research methods involve interviews using questionnaire and observations. For that, a total of 150 respondents were involved in this study. The results of* *the study showed that four of the tourist destinations studied charge three types of fee which are entrance fee, activities and services. Most of the respondents think that the rate charged by tourism premises is reasonable (57.3%). Among the respondents' proposal is that the existing payment rate should be maintained at 44 respondents (37.9%), the rate should be reduced - 12 people (10.4%) and the payment rate should be increased for foreign tourists - 15 people (12.9%). As an implication, the results of this study are important to tourism operators and state economic development planners to ensure that tourism destinations in the state are more competitive and sustainable by offering affordable rates with the quality of services and products offered.*

Keywords: *Willingness to Pay, Tourism Destinations, Visitors*

Pengenalan

Kesanggupan untuk membayar (WTP - *willingness to pay*) adalah jumlah maksimum yang sanggup dibayar oleh pelanggan terhadap suatu produk atau perkhidmatan yang ditawarkan (Namkung & Jang, 2017). Keadaan ini telah menjadikan kesanggupan untuk membayar oleh seseorang sebagai faktor penting dalam menentukan harga terbaik untuk dibayar terhadap sesuatu produk atau perkhidmatan. Setiap kesanggupan untuk membayar oleh seseorang adalah berbeza-beza berdasarkan beberapa faktor yang menjadi pemboleh ubah. Hal ini adalah salah satu cara yang terbaik dalam menyelesaikan masalah permintaan pada waktu tertentu. Sehubungan dengan itu, terdapat beberapa faktor yang menyebabkan WTP ini terus berkembang, antaranya keadaan ekonomi, pasaran baharu sesuatu produk, penetapan harga peribadi pengguna, keperluan dalam pengguna yang berbeza serta kualiti dan kesedaran mengenai suatu produk atau perkhidmatan (Cambell, 2020).

Terdapat banyak kajian yang dijalankan tentang kesanggupan membayar untuk tujuan isu-isu persekitaran dan kaitannya dengan sektor pelancongan, antaranya seperti peningkatan kualiti air di lokasi mandi-manda pengunjung (Hess & Beharry-Borg, 2012), penambahbaikan dan penyelenggaraan kawasan pantai (Rodella et al., 2019), perlindungan spesies marin (Langford et al., 1998; Sayan et al., 2011), pemulihan untuk persekitaran pantai yang tercemar (Shivlani et al., 2003, Matthews et al., 2017), pembangunan untuk perkhidmatan tambahan pelancong di pantai (Birdir et al., 2013; Zang et al., 2015; Pragaya, 2017) dan pemeliharaan untuk perkhidmatan ekosistem pantai (Enríquez-Acevedo et al., 2018).

Tinjauan Literatur

Dalam bidang pelancongan, terdapat beberapa kajian tentang kesanggupan untuk membayar telah dilakukan, antaranya isu yang berkaitan dengan aspek pemuliharaan dan perlindungan kawasan semula jadi (Casey et al., 2010; Subade & Francisco, 2014; Bruner et al., 2015), perkhidmatan ekopelancongan (Cheung & Jim, 2014), produk lestari (Werhrli et al., 2011), destinasi pelancongan lestari (López-Sánchez & Pulido-Fernández, 2014), pelancongan dan perubahan iklim dan cuaca (Araña, 2013), pelancongan berasaskan alam semula jadi (Luzar et al., 1998) dan sebagainya. Beberapa kajian lain turut dijalankan yang menyokong kerelevanan WTP yang menunjukkan wujudnya kumpulan pelancong yang sannggup membayar lebih untuk hal berkaitan dengan kelestarian daripada perspektif yang berbeza (hotel, pengangkutan, produk dan sebagainya (Dodds et al., 2010; Namkung & Jang, 2017; Choi & Titchie, 2014).

Di Malaysia, terdapat dua kajian kesanggupan untuk membayar dan aspek pemuliharaan alam semula jadi yang boleh diteliti iaitu masing-masing oleh Nor Afiza et al. (2016) di Sarawak dan Norasilah (2016) di Sabah. Kajian WTP yang dijalankan di Taman Negara Kubah dan Pusat Hidupan Liar Matang, Sarawak adalah untuk menentukan jumlah bayaran yuran bagi tujuan menampung kos perkhidmatan dan pemuliharaan alam semula jadi. Oleh itu, kajian WTP ini dijalankan untuk mengenal pasti kesanggupan pelancong membayar pada harga yang ditetapkan. Seramai 618 orang responden terlibat dalam kajian ini yang terdiri daripada pelancong dan pelawat harian. Hasil kajian menunjukkan kedua-dua kumpulan responden iaitu pengunjung dan penduduk bersedia untuk membayar lebih untuk kadar bayaran masuk yang sedia ada pada masa ini, iaitu RM10 untuk responden Malaysia dan RM20 untuk pelancong asing. Ringkasnya, WTP boleh digunakan sebagai alat untuk menilai semula kadar bayaran yang telah ditetapkan di destinasi ekopelancongan.

Seterusnya, Norasilah (2016) meneliti tentang kesanggupan untuk membayar (WTP) untuk tujuan pemuliharaan yang dijalankan di Taman Laut Tun Sakaran (TLTS), Semporna, Sabah. Destinasi pelancongan ini merupakan sebuah kawasan konservasi marin yang menjadi tumpuan pelancong domestik dan antarabangsa. Kepelbagaian sumber marin di kawasan ini telah menarik minat pelancong untuk berkunjung ke kawasan ini sejak tahun 2004. Pada awalnya, tiada bayaran masuk yang dikenakan kepada pelancong yang memasuki destinasi pelancongan ini. Pelancong yang datang hanya membayar yuran jeti sahaja iaitu pelancong domestik (RM2) dan pelancong antarabangsa (RM10). Hasil kajian menunjukkan kesanggupan untuk membayar di lokasi kajian ini dapat diteliti dari empat dimensi, iaitu bilangan tempoh pendidikan, motif kunjungan, ciri-ciri lokasi dan gender. Nilai kesanggupan untuk membayar di taman laut ini adalah RM1.887 perorang/lawatan/tahun. Secara keseluruhannya, majoriti responden bersetuju untuk sanggup membayar bagi memelihara sumber alam di TLTS.

Metodologi Kajian dan Kawasan Kajian

Kajian tentang kadar bayaran dan kesanggupan untuk membayar oleh pengunjung ketika melawat ke beberapa destinasi di Kundasang - Ranau ini melibatkan reka bentuk penilaian dan kajian kes. Pengkaji ingin menilai dan meneliti kadar bayaran yang dikenakan oleh pengusaha pelancongan, kepelbagaian jenis bayaran, kesesuaian kadar bayaran yang dikenakan dan cadangan responden untuk kadar bayaran yang patut dikenakan. Pemilihan kajian kes di Kundasang - Ranau adalah relevan kerana lokasi ini menjadi tumpuan pelancong sepanjang tahun. Untuk itu, seramai 150 orang responden terlibat dalam kajian ini.

Kawasan kajian utama terletak di Kundasang, Sabah. Kundasang merupakan sebuah petempatan di daerah Ranau yang terletak dalam kawasan Banjaran Crocker yang mempunyai ketinggian sekitar 4,000 kaki hingga 6,000 kaki dari aras laut. Jarak Kundasang dari pekan Ranau adalah 15 kilometer. Kawasan ini mempunyai beberapa buah kampung utama, iaitu Lembah Permai, Cinta Mata, Kaulan, Sinisian, Dumpiring dan Kinasaraban. Jarak pusat bandar Kota Kinabalu ke Kundasang pula dianggarkan sekitar 92 kilometer. Lima destinasi pelancongan yang dikaji di Kundasang adalah Taman Kinabalu, Strawberry Garden, Kundasang War Memorial, Desa Dairy Farm dan Mesilou Cat Village manakala dua lokasi kajian di Ranau adalah Arnab Village dan Tagal Sg. Mosoli, Kampung Luanti.

Hasil Kajian dan Perbincangan

Profil Demografik Responden

Hasil kajian menunjukkan kategori responden yang berkunjung ke Kundasang - Ranau, majoritinya adalah pelancong domestik - 96 orang (64.0%) diikuti oleh penduduk tempatan - 50 orang (33.0%) dan bakinya adalah responden pelancong antarabangsa iaitu 4 orang (3.0%). Dari segi jantina dan status perkahwinan pula, bilangan responden lelaki lebih ramai berbanding perempuan iaitu masing-masing dengan 87 orang (58.0%) dan 63 orang (42.0%). Namun begitu, responden bujang lebih ramai iaitu 92 orang (61.3%) berbanding yang sudah berkahwin iaitu 58 orang (38.7%). Untuk umur responden, lebih ramai yang berumur dalam lingkungan 21 - 30 tahun iaitu 69 orang (46.0%) dan berumur 31 - 40 tahun berjumlah 38 orang (25.3%). Seterusnya, hasil kajian menunjukkan majoriti responden yang ditemu bual memiliki pendidikan sekolah menengah atas (SPM dan setaraf dengannya) iaitu 74 orang (49.3%) diikuti oleh yang berpendidikan tinggi - 37 orang (24.7%). Terdapat tiga jenis pekerjaan responden yang paling ramai dikaji, iaitu mereka yang berkerja sendiri - 39 orang (26.0%, berkerja di sektor awam - 36 orang (24.0%) dan di sektor swasta - 25 orang (16.7%). Secara perbandingan, pendapatan bulanan responden dalam lingkungan RM2,500 ke bawah dan RM2,501 hingga RM5,000 mencatatkan peratusan tertinggi iaitu masing-masing sebanyak 75 orang (50%) dan 41 orang (27.3%).

Kadar Bayaran dan Kesanggupan untuk Membayar di Destinasi Pelancongan Terpilih di Kundasang - Ranau, Sabah

Penjelasan tentang konsep kadar bayaran dan kesanggupan membayar di destinasi pelancongan ini diteliti daripada empat aspek, iaitu (i) kriteria jenis bayaran yang dikenakan; (ii) nilai kadar bayaran yang dikenakan di tujuh destinasi pelancongan terpilih; (iii) pendapat terhadap kadar bayaran masuk yang dikenakan dan (iv) cadangan untuk kadar bayaran masuk yang perlu dikenakan. Hasil kajian menunjukkan tiga jenis bayaran yang dikenakan oleh pengusaha iaitu bayaran masuk ke lokasi pelancongan, bayaran untuk aktiviti yang dilakukan sepanjang ada di situ dan bayaran perkhidmatan yang dikenakan dalam kawasan pelancongan yang dikunjungi. Tujuan mengenal pasti ketiga-tiga jenis bayaran ini adalah untuk menentukan jumlah keseluruhan bayaran yang dikenakan kepada seseorang pelancong apabila berkunjung masuk ke satu-satu destinasi pelancongan berbayar.

Kadar Bayaran yang Dikenakan kepada Pengunjung di Destinasi Pelancongan

Hasil kajian menunjukkan kadar bayaran masuk ke Taman Kinabalu adalah berdasarkan kategori pengunjung. Untuk pengunjung warganegara Malaysia berumur 18 tahun dan ke atas dikenakan bayaran masuk sebanyak RM3, manakala yang berumur 17 tahun dan ke bawah pula sebanyak RM1 seorang. Pengunjung bukan warganegara yang berumur 18 tahun dan ke atas dikenakan bayaran masuk sebanyak RM15 manakala mereka yang berumur 17 tahun dan ke bawah adalah sebanyak RM10 seorang. Taman ini menawarkan aktiviti menarik kepada pelancong iaitu mendaki gunung. Bayaran yang dikenakan adalah sebanyak RM350 untuk satu orang pelancong tempatan. Taman ini turut menyediakan kemudahan kedai runcit dan restoran untuk kegunaan pengunjung.

Untuk berkunjung ke Strawberry Garden, bayaran masuk adalah RM3. Destinasi pelancongan ini menawarkan aktiviti memetik buah strawberi. Pengunjung yang ingin memetik strawberi perlu membayar berdasarkan berat buah strawberi yang telah dipetik. Harga yang ditetapkan ialah RM60 sekilogram. Manakala tiada sebarang kemudahan perkhidmatan lain yang disediakan di destinasi pelancongan ini. Aktiviti ini menarik pelancong kerana ia dapat memperoleh pengalaman dalam memetik buah dan bergambar di ladang strawberi. Seterusnya, kadar bayaran masuk ke Kundasang War Memorial adalah berdasarkan kategori pengunjung. Pelawat warganegara dewasa dikenakan bayaran sebanyak RM3 manakala yang bukan warganegara pula sebanyak RM10. Untuk pengunjung dari kalangan pelajar dan kanak-kanak, bayaran masuk adalah sebanyak RM2. Destinasi pelancongan ini tidak menawarkan sebarang aktiviti dan perkhidmatan kerana tempat ini merupakan destinasi pelancongan bersejarah yang dikekalkan untuk lawatan sahaja. Oleh itu, sebarang aktiviti dan perkhidmatan tidak dijalankan. Berdasarkan pemerhatian pengkaji, destinasi ini menarik kerana ia adalah bangunan bersejarah yang kekal terpelihara.

Salah satu destinasi popular yang dikunjungi di Kundasang ialah Desa Dairy Farm. Bayaran yang dikenakan untuk memasuki kawasan ini adalah sebanyak RM5. Terdapat beberapa aktiviti yang ditawarkan kepada pengunjung, antaranya memberi makan lembu dan kambing serta memberi susu untuk kambing yang masing-masing dengan kadar bayaran sebanyak RM3. Ladang lembu ini turut menyediakan beberapa perkhidmatan seperti menjual produk susu segar (dengan harga RM5) serta yogurt dan ais krim yang berharga RM3 setiap satu. Destinasi pelancongan yang berdekatan dengan ladang lembu ini ialah Mesilou Cat Village. Untuk memasuki taman kucing ini dikenakan bayaran sebanyak RM4 untuk dewasa dan kanak-kanak. Taman kucing ini menawarkan satu aktiviti sahaja iaitu memberi makan kucing dengan bayaran sebanyak RM3 iaitu untuk kos penyelenggaraan makanan dan rawatan kucing. Destinasi pelancongan ini tidak menawarkan perkhidmatan lain kerana ia baharu sahaja dibuka dan masih dalam perancangan untuk menaik taraf dari segi perkhidmatan yang boleh diberikan kepada pelancong.

Untuk kunjungan ke Arnab Village di Ranau pula, tiket bayaran masuk adalah RM10 untuk dewasa dan kanak-kanak. Terdapat dua aktiviti yang ditawarkan iaitu memberi makan arnab dan memberi minum susu kepada arnab. Bayaran untuk memberi makan arnab adalah RM3 manakala memberi minum susu adalah RM2. Yuran dikenakan kepada pelancong adalah sebagai kos membeli bahan seperti baja arnab. Destinasi pelancongan ini menawarkan perkhidmatan bergambar atau dikenali sebagai *photo booth.* Yuran yang dikenakan adalah sebanyak RM30 dan pengguna akan mendapat lima gambar yang telah siap dicetak. Taman arnab ini turut menyediakan kemudahan kedai runcit dan restoran untuk kegunaan pengunjung.

Destinasi kunjungan pelancong seterusnya di Ranau adalah Tagal Luanti yang dibangunkan dengan konsep sistem tagal. Berdasarkan harga yang ditetapkan oleh pengusaha, bayaran masuk ke Tagal Sg. Mosoli Kampung Luanti adalah RM5 untuk dewasa dan kanak-kanak. Untuk destinasi pelancongan ini, terdapat tiga aktiviti yang ditawarkan iaitu memberi makan ikan dengan kadar bayaran RM1 seorang, mandi bersama ikan di dalam tagal - RM10 seorang dan aktiviti berendam kaki untuk dewasa sebanyak RM5 dan kanak-kanak pula adalah RM2. Seterusnya, terdapat beberapa perkhidmatan lain seperti menangkap foto sambil memberi makan ikan. Jika pelancong atau pengunjung ingin membawa kamera digital masuk ke dalam kawasan tagal akan dikenakan bayaran sebanyak RM3. Seterusnya, terdapat juga makanan ringan yang dijual dengan harga serendah RM1.

Hasil kajian ini menunjukkan wujudnya perbezaan dari segi nilai bayaran yuran masuk, aktiviti dan perkhidmatan untuk destinasi terpilih di Kundasang. Hal ini kerana setiap destinasi pelancongan mempunyai ciri-ciri dan keunikan yang tersendiri. Oleh itu, setiap bayaran yang dikenakan perlu berpatutan agar pengguna mendapat kepuasan dan pengalaman yang menyeronokkan ketika melancong serta dapat membantu pihak pengusaha dalam membiayai kos penyelenggaraan premis pelancongan mereka. Menurut Witt (2019), aspek latar belakang kewarganegaraan, umur dan jenis kunjungan perjalanan didapati tidak memberi impak kesanggupan untuk membayar seseorang pengunjung. Sebaliknya, aspek pendapatan, pendidikan, sikap terhadap usaha pemuliharaan, kos lawatan ke sesuatu destinasi, motivasi untuk melancong dan keputusan awal untuk melawat satu-satu tapak yang dilindungi / destinasi pelancongan didapati signifikan dalam memberikan impak terhadap kesanggupan membayar yang maksimum seseorang pengunjung tersebut.

Cadangan untuk Kadar Bayaran yang Perlu Dikenakan Kepada Pengunjung

Daripada 116 orang responden yang menjawab soalan ini, terdapat lima cadangan yang diberikan untuk kadar bayaran yang perlu dikenakan kepada pengunjung. Hasil kajian menunjukkan seramai 44 orang responden (37.9%) mencadangkan agar kadar bayaran yang dikenakan perlu dikekalkan seperti sedia ada. Sebaliknya sebanyak 10.4% atau 12 orang responden mensyorkan agar kadar bayaran masuk dikurangkan. Cadangan lain adalah menaikkan kadar bayaran masuk untuk pelancong asing iaitu disarankan oleh 15 orang responden (12.9%). Selain itu, terdapat responden yang mencadangkan agar pengusaha pelancongan membezakan kadar bayaran masuk pengunjung untuk dewasa dan kanak-kanak - 20 orang responden (17.2%). Akhir sekali, seramai 25 orang responden (11.6%) mencadangkan agar produk dan daya tarikan yang terdapat di premis pelancongan ditambah.

Menurut Witt (2019), kadar bayaran maksimum untuk kesanggupan membayar seseorang pengunjung boleh dianggarkan, namun begitu, kiraan itu adalah tidak tepat apabila hanya mengaplikasikan dapatan dari satu tapak yang dilindungi untuk lokasi yang lain, meskipun di wilayah atau negara yang sama. Sebagai tambahan, ciri demografik pengunjung yang berbeza mempengaruhi anggapan nilai kesanggupan untuk membayar seseorang itu. Sehubungan dengan itu, tahap kesedaran pengunjung yang rendah memberi kesan kepada pihak pengurusan pelancongan dalam usaha untuk mengamalkan prinsip kelestarian (Jurado-Rivas dan Sánchez-Rivero, 2019). Pulido-Fernández dan López-Sánchez (2016) pula menegaskan bahawa segmentasi pasaran dalam pelancongan adalah berguna untuk merancang dan mengurus dasar berorientasikan permintaan.

Kesimpulan

Kajian terhadap kadar bayaran dan kesanggupan untuk membayar pengunjung di beberapa destinasi pelancongan terpilih di Kundasang - Ranau ini adalah relevan bukan sahaja terhadap pengusaha pelancongan tetapi bagi mengisi lompang kajian terhadap isu berkaitan yang kurang dan terhad. Kajian ini mengesahkan bahawa majoriti responden berpendapat bahawa kadar bayaran yang dikenakan adalah berpatutan dengan apa yang ditawarkan oleh premis pelancongan. Namun, cadangan responden terhadap kadar bayaran yang patut dikenakan didapati adalah pelbagai. Justeru, pihak pemegang taruh terutamanya perancang dan pembuat dasar pembangunan pelancongan perlu merangka dan melaksanakan strategi yang bersepadu dan sistematik bagi memastikan destinasi pelancongan di negeri ini dapat menawarkan kadar bayaran yang berpatutan, meningkatkan kualiti perkhidmatan serta mempelbagaikan produk yang ditawarkan yang sekali gus menjadikannya berdaya saing dan lestari.

Penghargaan

Penulis ingin merakamkan penghargaan kepada Kementerian Pengajian Tinggi Malaysia dan Universiti Malaysia Sabah kerana membiayai kajian ini di bawah Geran Penyelidikan Skim Dana NIC (SDN), 2019 bertajuk “Pola Tingkah Laku dan Pemetaan Ruang Keliaran Pelancong

Berdasarkan Faktor Kuasa Beli dan Kesanggupan Membayar di Destinasi Pelancongan Terpilih di Negeri Sabah". Kod geran SDN 0033-2019.

Rujukan

Araña, J. E., Carmelo, J., Moreno-Gil, S. & Zubiaurre, A. R. (2013). A comparison of tourists' valuation of climate change policy using different pricing frames. *J. Travel Res.*, 52, 82-92.

Birdir, S., Ünal, Ö., Birdir, K. & Williams, A. T. (2013). Willingness to pay as an economic Instrument for coastal tourism management: Cases for Mersin, Turkey. *Tour. Manag*., 36, 27-283.

Bruner, A., Kessy, B., Mnaya, J., Wakibara, J. & Maldonado, J. (2015). Tourists' willingness to pay to visit Tanzania's National Parks: A contingent valuation study. *Discussion Paper, Conservation Strategy Fund*, 1-40.

Cambell, P. (2020). How to calculate willingness to pay and use it to inform subscription pricing. *Price Inteligency*, 1, 1-5.

Casey, J. F., Brown, C. & Schuhmann, P. (2010). Are tourists willing to pay additional fees to protect corals in Mexico? *J. Sustain. Tour*., 18, 557-573.

Cheung, L. T. & Jim, C. Y. (2014). Expectations and willingness-to-pay for ecotourism services in Hong Kong's conservation areas. *Int. J. Sustain. Dev. World Ecol*., 21, 149-159.

Choi, A. S. & Ritchie, B. W. (2014). Willingness to pay for flying carbon neutral in Australia: An exploratory study of offsetter profiles. *J. Sustain. Tour*., 22, 1236-1256.

Dodds, R., Graci, S.R. & Holmes, M. (2010). Does the tourist care? A comparison of tourists In Koh Phi Phi, Thailand and Gili Trawangan, Indonesia. *J. Sustain. Tour*., 18, 207-222.

Enríquez-Acevedo, T., Botero, C.M., Cantero-Rodelo, R., Pertuz, A. & Suárez, A. (2018). Willingness to pay for Beach Ecosystem Services: The case study of three Colombian beaches. *Ocean. Coast. Manag*., 161, 96-104.

Hess, S. & Beharry-Borg, N. (2012). Accounting for latent attitudes in willingness-to-pay studies: The case of coastal water quality improvements in Tobago. *Environ. Resour. Econ*., 52, 109-131.

Jurado-Rivas, C. & Sánchez-Rivero, M. (2019). Willingness to pay for more sustainable tourism destinations in world heritage cities: The case of Caceres, Spain. *Sustainability*, 11, 5880, 2-21.

Langford, I. H., Kontogianni, A., Skourtos, M. S., Georgiou, S. & Bateman, I. J. (1998). Multivariate mixed models for openended contingent valuation data: Willingness to pay for conservation of monk seals. *Environ. Resour. Econ*., 12, 443-456.

López-Sánchez, Y. & Pulido-Fernández, J. I. (2014). Factors determining the willingness to pay for a more sustainable destination. The case of the Western Costa del Sol. *Cuad. Turis*., 33, 199-31.

Luzar, E. J., Diagne, A., Gan, C.E.C. & Henning, B. R. (1998). Proling the nature-based tourist: A multinomial logit approach. *J. Travel Res*., 37, 48-55.

Matthews, Y., Scarpa, R. & Marsh, D. (2017). Stability of willingness-to-pay for coastal management: A choice experiment across three time periods. *Ecol. Econ*., 138, 64-73.

Namkung, Y. & Jang, S. (2017). Are consumers willing to pay more (WTPM) for green practices at restaurants? *J. Hosp. Tour. Res*., 41, 329-356.

Nor Afiza Abu Bakar, Alias Radam, Zaiton Samdin, Mohd Rusli Yacob. (2016). Willingness to Pay in Kubah National Park and Matang Wildlife Centre: A Contingent Valuation Method, *International Journal of Business Society*, 17(1),131-144.

Norasilah Latiff. (2016). *Willingness to Pay for Marine Conservation of Tun Sakaran Marine Park, Semporna, Sabah, Malaysia*. Tesis sarjana (tidak diterbitkan). Universiti Putra Malaysia.

Pragaya, P. (2017). Estimating the value of beach recreation for locals in the great barrier reef marine park, Australia. *Econ. Anal. Policy*, 53, 9-18.

Pulido-Fernández, J. I. & López-Sánchez, Y. (2016). Are tourists really willing to pay more for sustainable destinations? *Sustainability*, 8, 1240, 1-20.

Rodella, I., Madau, F., Mazzanti, M., Corbau, C., Carboni, D., Utizi, K. & Simeoni, U. (2019). Willingness to pay for management and preservation of natural, semi-urban and urban beaches in Italy. *Ocean. Coast. Manag*., 172, 93-104.

Sayan, S., Williams, A. T., Johnson, D. E. & Ünal, Ö. (2011). A pilot study for sustainable tourism in the coastal zone of Antalya, Turkey: Tourists, turtles or both? *J. Coast. Res*., 64, 1806-1810.

Shivlani, M.P., Letson, D. & Theis, M. (2003). Visitor preferences for public beach amenities and beach restoration in South Florida. *Coast. Manag*., 31, 367-385.

Subade, R. F. & Francisco, H. A. (2014). Do non-users value coral reefs? Economic valuation of conserving Tubbataha Reefs, Philippines. *Ecol. Econ*., 102, 24-32.

Werhrli, R., Egli, H., Lutzenberger, D., Pfister, J., Scwarz, J. & Steettler, J. (2011). Is There Demand for Sustainable Tourism? *Working Papers Series Tourism 001/2011*, Lucerne University of Applied Sciences and Arts: Lucerne, Switzerland.

Witt, B. (2019). Tourist's Willingness to Pay Increase Entrance Fees at Mexican Protected Areas: A Multi-Site Contingent Valuation Study. *Sustainability*, 11(3041), 1-22.

Zang, F., Wang, X. H., Nunes, P. A. & Ma, C. (2015). The recreational value of gold coast beaches, Australia: An application of the travel cost method. *Ecosyst. Serv*., 11, 106-114.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

KATEGORI BANTUAN DAN KEKERAPAN AGIHAN KEPADA KOMUNITI TEMPATAN DALAM TEMPOH PANDEMIK COVID-19

AID CATEGORY AND DISTRIBUTION FREQUENCY TO LOCAL COMMUNITIES DURING COVID-19 PANDEMIC

Jabil Mapjabil[1]
Nor-Ina Kanyo[2]
Mazdi Marzuki[3]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: jabil@ums.edu.my)
[2]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah (UMS), Malaysia
(E-mel: norina@ums.edu.my)
[3]Jabatan Geografi & Alam Sekitar, Fakulti Sains Kemanusiaan, Universiti Pendidikan Sultan Idris, Malaysia
(E-mel: mazdi@fsk.upsi.edu.my)

Abstrak: *Pelbagai pihak memainkan peranan penting untuk meringankan beban komuniti tempatan iaitu dengan memberikan bantuan seperti kewangan dan makananasas. Oleh hal demikian, artikel ini menganalisis kategori sumber bantuan dan kekerapan agihan bantuan kepada komuniti tempatan dalam tempoh perintah kawalan pergerakan (PKP) semasa pandemik COVID-19 di kampung terpilih, iaitu Kunak dan Lahad Datu, Sabah. Kajian ini menggunakan pendekatan eksplorasi dan evaluatif. Kaedah yang digunakan adalah kaedah kuantitatif dengan menggunakan borang soal selidik dan pemerhatian. Kajian ini melibatkan seramai 105 orang responden. Hasil kajian menunjukkan penyumbang bantuan tertinggi yang diterima oleh responden adalah pihak kerajaan dengan nilai 82.9%, iaitu 87 orang responden. Bantuan yang paling banyak diterima oleh responden pula adalah bekalan makanan asas sebanyak 95.2%, iaitu 100 orang responden. Bagi perincian bantuan kewangan, majoriti responden tidak menerima sebarang bantuan kewangan, iaitu sebanyak 60.0% (63 orang). Seterusnya dalam bentuk perincian bantuan makanan asas dan lain-lain, bantuan yang paling banyak diterima oleh responden adalah gula iaitu sebanyak 98.1%, bersamaan dengan 103 orang responden. Akhir sekali dalam bentuk kekerapan agihan bantuan, bilangan penerimaan oleh responden yang paling kerap adalah sebanyak 2 kali iaitu 44.85% (47 orang). Sebagai rumusannya, kajian ini dapat membantu pihak berwajib untuk menilai semula keberkesanan pengurusan agihan bantuan kepada komuniti tempatan pada masa hadapan.*

Kata Kunci: *Sumber Bantuan, Kekerapan Bantuan, Komuniti Tempatan, PKP, Pandemik COVID-19*

Abstract: *Various parties play an important role in the local community to ease their burden by providing assistance such as financial and basic food. Therefore, this article analyzes the categories of aid sources and the frequency of aid distribution to local communities during the movement control order (MCO) period during the COVID-19 pandemic at selected villages in the districts of Kunak and Lahad Datu, Sabah. This study uses exploratory and evaluative approach. The used method was a quantitative method using questionnaire and observation. The study involved a total of 105 respondents. The results showed that the highest contributor of aid received by the respondents was the government with a value of 82.9%, which is 87* *respondents. The most assistance received by the respondents was the basic food supply of 95.2%, which is 100 respondents. As for the details of financial assistance, most respondents did not receive financial assistance, which was 60.0% (63 people). Next in the form of details of basic food aid and others, the most aid received by the respondents was sugar which was 98.1%, equivalent to 103 respondents. Finally, in the form of the frequency of aid distribution, the number of receipts by the most frequent respondents was two times which is 44.85% (47 people). In conclusion, this study can help the authorities to re-evaluate the effectiveness of aid distribution management to local communities in the future.*

Keywords: *Sources of Assistance, Frequency of Assistance, Local Communities, MCO, COVID-19 Pandemic*

Pengenalan

Kes penularan penyakit akibat akut pernafasan berterusan yang berlaku di bandar Wuhan dalam wilayah Hubei di China pada 12 Disember 2019 telah menggemparkan masyarakat dunia. Hal ini disebabkan oleh penyakit berkenaan adalah berpunca daripada virus yang belum dikenal pasti lagi namanya ketika itu. Pada 12 Januari 2020, Pertubuhan Kesihatan Sedunia (WHO) mengeluarkan kenyataan bahawa penyakit tersebut dinamakan sebagai Coronavirus 2019 (COVID-19) (Elengoe, 2020). Virus ini merebak ke seluruh dunia dengan cepat seperti ke Amerika Syarikat, England, Brazil, India dan tidak terkecuali Malaysia, serta lain-lain negara. Sehingga 1 Jun 2021, jangkitan COVID-19 di dunia adalah sebanyak 172,418,736 kes dan menyebabkan kes kematian sebanyak 3,706,102.

Di Malaysia, jumlah kes jangkitan adalah mencecah 579,462 dan jumlah kematian adalah sebanyak 2,867 kes (Laman Web Kementerian Kesihatan Malaysia, 2021). Peningkatan kes positif COVID-19 di Malaysia sejak awal bulan Mac 2020 memaksa pihak kerajaan untuk melaksanakan Perintah Kawalan Pergerakan (PKP) pada 16 Mac 2020 dan mula berkuat kuasa pada 18 Mac 2020 (Mutakhir, 2020). Impak semerta daripada pelaksanaan PKP tersebut menyebabkan pembangunan dan operasi ekonomi terganggu, pendidikan mula dijalankan secara dalam talian dan ramai pekerja yang diminta bercuti atau diberhentikan oleh majikan. Hal ini menyebabkan rakyat negara ini mula mengalami krisis ekonomi terutamanya dalam kalangan penduduk berpendapatan rendah dan tidak tetap. Sehubungan dengan itu, objektif kajian ini adalah untuk mengenal pasti kategori pihak pemberi bantuan dan jenis bantuan yang diberikan kepada komuniti tempatan sepanjang tempoh PKP dan menganalisis kekerapan agihan bantuan yang diberikan kepada komuniti tempatan sepanjang tempoh PKP bagi kampung terpilih di Kunak-Lahad Datu, Sabah.

Tinjauan Literatur

Penularan pandemik COVID-19 sepanjang tahun 2020 sehingga pertengahan tahun 2021 menjejaskan kebanyakan negara di dunia sama ada dari aspek ekonomi, sosial dan kesihatan penduduk. Terdapat beberapa bahan literatur terpilih berkaitan dengan pelbagai bantuan yang disalurkan oleh negara di dunia kepada penduduk mereka khususnya di negara sedang membangun seperti Indonesia, Thailand dan India. Negara Indonesia antara negara yang mengalami impak pandemik yang teruk disebabkan kadar jangkitan yang tinggi berbanding dengan negara Asia Tenggara yang lain. Hal ini memberi kesan kepada penduduk terutamanya keluarga miskin dan yang kurang berkemampuan. Untuk itu, pihak kerajaan mengagihkan beberapa jenis bantuan sara hidup seperti Program Keluarga Harapan (PKH) dan Bantuan Sosial Tunai (BST) yang dikendalikan oleh Kementerian Sosial Indonesia manakala Bantuan Langsung Tunai (BLT) yang disalurkan kepada rakyat melalui Kementerian Desa Indonesia (Badrun et al., 2020). Selain itu, Program Keluarga Harapan yang dilaksanakan di bawah Program Joko Widodo menyalurkan beberapa bantuan seperti Program Keluarga Harapan (PKH), subsidi elektrik, 'Staple Food Card' dan bantuan Pra-Pekerajaan. PKH merupakan bantuan kepada keluarga miskin terutamanya ibu tunggal.

Di Thailand, pakej fiskal bernilai kira-kira 400 bilion baht dilancarkan yang terdiri daripada pinjaman mudah bernilai 150 bilion baht, pelanjutan tempoh pembayaran hutang dan faedah cukai termasuk pengurangan cukai pegangan yang dilancarkan pada 10 Mac 2020 untuk memberikan sokongan kepada isi rumah termasuk mengurangkan dan menunda pembayaran bil utiliti (KPMG, 2021a). Seterusnya sokongan tunai sebanyak THB 5,000 selama tiga bulan mulai April hingga Jun 2020 untuk pekerja, pekerja sementara, pekerja sambilan yang tidak didaftarkan di bawah Sistem Keselamatan Sosial (SSS). Manakala di India pula, pakej bantuan sebanyak INR 1.7 trilion diumumkan oleh Menteri Kewangan pada 26 Mac 2020. Seterusnya, Perdana Menteri India mengisytiharkan pakej bantuan COVID-19 sebanyak INR 20 trilion pada 15 Mei 2020. Selain itu, kira-kira dua pertiga penduduk India dilindungi di bawah *Pradhan Mantri Garib Kalyan Anna Yojana* (skim makanan). Setiap orang di bawah skim ini akan mendapat 5 kg gandum dan beras secara percuma di samping peruntukan 5 kg semasa untuk tiga bulan akan datang. Selain itu, seramai 30 juta orang warga emas, janda dan orang kurang upaya mendapat satu kali *ex-gratia* sebanyak INR 1,000 dalam dua kali ansuran pembayaran dalam tempoh tiga bulan yang seterusnya. Manakala seramai 200 juta orang wanita bagi pemegang akaun Jan Dhan diberi *ex-gratia* sebanyak INR 500 sebulan untuk tiga bulan berikutnya untuk menguruskan rumah tangga mereka (KPMG, 2021b).

Di Malaysia, sepanjang tempoh PKP 1.0, pihak kerajaan melancarkan beberapa stimulus kewangan seperti Pakej Rangsangan Ekonomi PRIHATIN iaitu Prihatin Rakyat dan Prihatin PKS. Pelan ini bertujuan untuk meringankan beban rakyat dan peniaga kecil. Bantuan ini dilaksanakan secara berperingkat seperti diumumkan oleh Perdana Menteri Malaysia, Tan Sri Muhyiddin Yassin pada 27 Mac 2020. Antaranya bantuan *one-off* kepada pemandu sepenuh masa perkhidmatan e-hailing sebanyak RM500 dan pemandu teksi sebanyak RM600, Bantuan Prihatin Nasional (BPN) yang memanfaatkan golongan berpendapatan bawah 80 peratus (B40 dan M40) dan golongan bujang berumur 21 tahun ke atas diberikan bantuan kewangan sebanyak dua kali. Bukan itu sahaja, pihak kerajaan turut membantu rakyat melalui penangguhan bayaran ansuran pinjaman PTPTN kepada peminjam dan turut memberi bantuan *one-off* sebanyak RM200 kepada pelajar di institusi pendidikan tinggi (Mohd Zaky, 2020).

Kerajaan negeri Sabah turut memberikan bantuan sebanyak RM670 juta kepada petugas barisan hadapan, kumpulan sasar iaitu berpendapatan rendah, peniaga dan golongan yang kurang kemampuan agar dapat meringankan beban mereka. Golongan yang banyak menerima bantuan adalah daripada keluarga kumpulan sasar. Disebabkan hal itu, wujud pusat agihan bakul makanan seperti Pusat Agihan Bakul Makanan Dewan Bandaraya Kota Kinabalu (DBKK) dan sebanyak 57,329 bakul makanan diagihkan kepada penduduk seluruh negeri ini. Selain itu, kerajaan Sabah memberikan bantuan dari segi kewangan seperti Bantuan Sara Hidup (BSH2020), Bantuan Prihatin Nasional (BPN) serta *one-off*. Pada 7 Oktober 2020, kerajaan Sabah menyalurkan bantuan makanan yang bernilai RM2 juta bagi setiap daerah yang dikenakan PKPB iaitu Kota Kinabalu, Penampang, Putatan, Sandakan, Papar, dan Tuaran (Bernama, 2020).

Metodologi Kajian dan Kawasan Kajian

Metodologi kajian merupakan cara, kaedah dan pendekatan yang digunakan untuk mencapai matlamat dan objektif dengan lebih sistematik. Kajian ini menggunakan pendekatan eksplorasi dan evaluatif. Kaedah yang digunakan adalah kaedah kuantitatif dengan menggunakan borang soal selidik dan pemerhatian. Menurut Chua (2011), pendekatan kuantitatif ialah penyelidikan yang menekankan fenomena objektif dan dikawal melalui pengumpulan dan analisis data. Kaedah pemilihan sampel adalah secara rawak mudah. Kajian ini melibatkan seramai 105 orang responden. Sehubungan dengan itu, kajian ini dijalankan semasa Perintah Kawalan Pergerakan Pemulihan (PKPP) di negeri Sabah, iaitu sebelum PKP 2.0 dilaksanakan pada 13 Januari 2021. Tempoh pengutipan data adalah dari 14 Disember 2020 sehingga 2 Januari 2021.

Kawasan kajian ini melibatkan dua lokasi iaitu daerah Kunak dan Lahad Datu yang terletak dipantai timur Sabah. Lokasi pertama adalah daerah Kunak yang meliputi 438 batu persegi atau 1,334km^2 dan penduduk daerah ini dianggarkan sekitar 13,823 ribu orang pada tahun 2010. Penduduknya terdiri daripada pelbagai bangsa iaitu Bugis, Bajau, Suluk dan lain-lain. Terdapat lima lokasi kajian di daerah Kunak, iaitu Kampung Getah, Kampung Jaya Baru, Kampung Telaga Tujuh, Kampung Kunak Jaya dan Ladang Giram. Lokasi kedua adalah daerah Lahad Datu. Keluasan daerah ini ialah 2,510 batu persegi atau 6,635.2 km^2 dan jumlah penduduknya pada tahun 2010 sekitar 27, 887 ribu orang. Lokasi kajian yang dipilih di Lahad Datu adalah Pangsapuri Mutiara Kasih.

Hasil Kajian dan Perbincangan

Profil Demografik Responden

Hasil kajian menunjukkan responden yang paling ramai dikaji adalah perempuan iaitu seramai 69 orang bersamaan 65.7% dan selebihnya adalah responden lelaki (34.3%). Status berkahwin adalah lebih ramai terlibat dalam kajian ini, iaitu sebanyak 60% (63 orang). Manakala yang berstatus duda/janda/balu adalah sebanyak 13.3% (14 orang) dan bujang pula sebanyak 26.7% (28 orang). Dari segi umur, majoriti kumpulan umur adalah seimbang, iaitu sekitar lebih 20 orang responden, kecuali mereka yang berumur 20 tahun dan ke bawah melibatkan 12 orang responden sahaja. Majoriti responden yang dikaji adalah berbangsa Bajau, iaitu 47 orang (44.8%) dan etnik Bugis seramai 44 orang (41.9%). Dari segi latar belakang pendidikan pula, kebanyakan responden yang dikaji adalah berpendidikan peringkat menengah atas iaitu seramai 27 orang (25.7%) diikuti oleh mereka yang tidak menerima pendidikan secara formal iaitu seramai 26 orang (24.8%). Manakala untuk pekerjaan, majoriti responden yang ditemu bual adalah suri rumah iaitu 32 orang (30.5%). Antara pekerjaan responden yang lain adalah bekerja di sektor swasta - 16 orang (15.2%), bekerja sendiri - 17 orang (16.2%) dan usahawan - sembilan orang (8.6%).

Jenis Bantuan yang Diterima

Terdapat empat jenis bantuan yang diterima oleh penduduk Kunak dan Lahad Datu yang dikaji, iaitu bantuan dalam bentuk kewangan, bekalan makanan asas, barangan keperluan bayi atau kanak-kanak serta pelitup muka dan *sanitizer*. Hasil kajian mendapati majoriti responden menerima bantuan bekalan makanan asas, iaitu seramai 100 orang dengan nilai peratus sebanyak 95.2%. Jenis bantuan kedua tertinggi diperolehi adalah bantuan dalam bentuk kewangan, iaitu 40 orang responden (38.1%). Seterusnya, seramai 21 orang (20.0%) menerima bantuan pelitup muka dan *sanitizer*. Manakala hanya empat orang responden (3.8%) menerima bantuan barangan keperluan bayi atau kanak-kanak. Hasil kajian menunjukkan jenis bantuan yang paling banyak diterima oleh responden adalah bekalan makanan asas. Penularan pandemik COVID-19 mendorong wujudnya sinergi kerjasama antara pihak kerajaan, swasta dan NGO dalam menyalurkan bekalan makanan asas kepada penduduk di Malaysia khususnya di Sabah. Pemberian bantuan ini memainkan peranan penting kerana dapat menyediakan barangan keperluan asas seperti bekalan makanan, bantuan kewangan dan lain-lain seperti ditegaskan oleh Grittell dan Tebaldi (2006) agar rakyat dapat melangsungkan kehidupan sepanjang tempoh pandemik tersebut.

Perincian Bantuan Bentuk Kewangan

Perincian bantuan bentuk kewangan yang diterima oleh responden di beberapa kampung terpilih di daerah Kunak dan Lahad Datu. Hasil kajian menunjukkan seramai 63 orang responden atau 60.0% tidak menerima sebarang bantuan dalam bentuk kewangan. Namun begitu, seramai 24 orang responden (22.9%) yang dikaji menerima bantuan lebih RM200. Selain itu, seramai 12 orang (11.4%) menerima bantuan kewangan sebanyak RM50 dan ke bawah daripada pelbagai pihak sebelum ini. Seterusnya, mereka yang menerima bantuan kewangan antara RM50 hingga RM200 adalah sedikit sahaja bilangannya, iaitu masing-masing tiga orang (2.9%) menerima antara RM51- RM150, dua orang (1.9%) menerima antara RM101 - RM150 dan hanya satu orang responden menerima bantuan dalam bentuk kewangan antara RM151 - RM200. Hasil kajian ini menunjukkan majoriti responden tidak menerima bantuan kewangan. Hal ini disebabkan oleh pakej rangsangan ekonomi prihatin rakyat atau PRIHATIN dengan peruntukan sebanyak RM250 bilion itu memerlukan seseorang menyemak status kelayakan mereka terlebih dahulu sebelum membuat permohonan. Bantuan ini hanya diberikan kepada golongan B40 dan pengusaha Perusahaan Kecil dan Sederhana (PKS). Bantuan yang diberikan ini dapat membantu individu yang hilang punca pendapatan dan mereka yang dibuang kerja semasa penularan wabak COVID-19 ini.

Perincian Bantuan Makanan Asas dan Lain-Lain Keperluan

Perincian bantuan makanan asas dan lain-lain keperluan yang diperoleh oleh 105 orang responden sepanjang tempoh Perintah Kawalan Pergerakan di enam kampung terpilih dalam kajian ini, iaitu Kg. Getah, Kg. Telaga Tujuh, Kg. Jaya Baru, Kg. Kunak Jaya dan Ladang Giram di daerah Kunak dan Pangsapuri Mutiara Kasih di Lahad Datu. Daripada 10 bantuan yang mencatatkan peratusan tertinggi didapati lima jenis bantuan merekodkan lebih 80%, iaitu bantuan gula (98.1%), beras (96.2%), tepung (94.3%), minyak masak (93.3%) dan pelbagai jenis minuman dalam paket seperti teh, kopi dan milo iaitu sebanyak 82.9%. Manakala, kumpulan kedua tertinggi bantuan makanan asas yang diterima oleh majoriti responden adalah telur (70.5%), biskut (70.5%), mee kuning (68.6%), makanan tin seperti sardin (61.9%) dan susu dalam tin (61.9%). Selain itu, hasil kajian menunjukkan antara lima bantuan makanan asas dan lain-lain keperluan yang mencatatkan penerimaan terendah oleh responden adalah *pampers* bayi (9.5%), roti (7.6%), *hand sanitizer* (6.7%), bee hun (2.9%) dan sayur (2.9%). Lain-lain bantuan adalah seperti garam, kicap, pelitup muka, makanan basah, maggi, susu bayi dan bawang.

Hasil kajian ini mendapati bahawa gula, beras dan tepung adalah tiga jenis bantuan makanan asas yang paling banyak diterima oleh responden di daerah Kunak dan Lahad Datu, Sabah. Pihak Badan Perhubungan UMNO Negeri Sabah memberi sumbangan barangan keperluan asas bernilai RM1 juta bagi membantu penduduk negeri ini yang terjejas akibat pandemik COVID-19. Melalui bantuan tersebut, pihak kerajaan berharap dapat mengurangkan beban penduduk terutama mereka yang sangat memerlukan bantuan bahan makanan seperti beras, minyak masak, gula dan gas (Berita Harian, 2020). Walau bagaimanapun, jika sumber kerajaan tidak mencukupi kerana kos mentadbir yang semakin meningkat, maka masyarakat itu sendiri perlu memainkan peranan untuk membantu mereka yang lebih susah (Nurul Adilah & Asmak, 2020). Sehubungan dengan itu, Foto 1 hingga 4 menunjukkan antara bantuan makanan asas yang diperolehi oleh responden daripada beberapa penyumbang di lokasi kajian.

Foto 1 dan 2: Bantuan makanan asas yang diperolehi oleh responden di Pangsapuri Mutiara Kasih, Lahad Datu semasa tempoh PKP

Foto 3 dan 4: Antara bantuan yang diperolehi oleh responden di Kg Getah, Kunak daripada pihak kerajaan dan Gerakan Siswa Kunak (NGO)

Kekerapan Menerima Bantuan

Hasil kajian menunjukkan kekerapan responden menerima bantuan untuk lima jenis bantuan yangdikaji. Untuk bantuan dalam bentuk kewangan, peratusan tertinggi adalah ‘tiada bantuan’ diterima iaitu sebanyak 46.7% diikuti dengan ‘tidak kerap’ sebanyak 20.0%. Manakala untuk bantuan makanan asas pula, nilai kekerapan bantuan yang tertinggi adalah ‘tidak kerap’ iaitu sebanyak 37.1% dan ‘kerap’ iaitu 30.5%. Berbeza dengan bantuan keperluan bayi atau kanak-kanak yang mencatatkan ‘tiada bantuan’ sebagai nilai peratusan tertinggi iaitu 66.7%. Seterusnya untuk bantuan pelitup muka dan *sanitizer*, sebannyak 55.2% responden menyatakan ‘tiada bantuan’ diikuti oleh ‘tidak kerap’ sebanyak 22.9%. Akhir sekali untuk lain-lain bantuan, majoriti responden menyatakan ‘tiada bantuan’ iaitu sebanyak 98.1%. Menurut Unit Perhubungan Awam (2020), kekerapan bantuan yang disalurkan adalah berasaskan aduan yang diterima oleh Bilik Gerakan dan rujukan daripada pihak pemimpin masyarakat. Menurut Borhan dan Rosde (2020), penerimaan bantuan bergantung kepada inisiatif yang diberikan oleh pihak kerajaan dan syarat kelayakan yang ditetapkan bagi mengurangkan sedikit bebanan isi rumah sepanjang PKP dilaksanakan. Antara inisiatif kerajaan berikan adalah Bantuan Prihatin, bakul makanan, Pelan Jana Semula Ekonomi Negara (PENJANA) dan pemberian moratorium yang sedikit sebanyak mengurangkan beban isi rumah dan sektor ekonomi yang terjejas.

Kesimpulan

Isu kelangsungan hidup penduduk tempatan dalam tempoh penularan pandemik COVID-19 khususnya sepanjang perintah kawalan pergerakan (PKP) menjadi topik perbincangan sama ada dalam kalangan orang awam di kedai kopi, media sosial mahupun para ahli akademik. Kajian terhadap kategori sumber bantuan dan kekerapan agihan bantuan kepada komuniti tempatan dalam tempoh perintah kawalan pergerakan (PKP) dalam konteks kajian di kampung terpilih di daerah Kunak dan Semporna ini adalah relevan dalam konteks kajian sains sosial. Dapatan kajian dari aspek kategori penyumbang bantuan, jenis bantuan yang diterima penduduk, perincian bantuan bentuk kewangan, perincian bantuan makanan asas dan lain-lain keperluan, kekerapan menerima bantuan dan bilangan kekerapan penerimaan bantuan dalam kalangan responden yang dikaji ini adalah dokumentasi penting dan diharap dapat menyumbang terhadap aspek teoritikal, praktikal dan agenda negara dalam menangani pandemik pada masa hadapan.

Penghargaan

Penulis ingin merakamkan penghargaan kepada Kementerian Pengajian Tinggi Malaysia dan Universiti Malaysia Sabah kerana membiayai kajian ini di bawah Geran Penyelidikan Skim Dana Khas [SDK0139-2020] yang bertajuk “Implikasi Perintah Kawalan Pergerakan (PKP) Kesan Penularan Pandemik Covid-19 terhadap Kesejahteraan Komuniti Pulau di Negeri Sabah”.

Rujukan

Badrun Susanto, Togiatatura N. & Sugiyanto. (2020). *Bantuan sosial tunai Kementerian Sosial bagi kawangan terdampak COVID-19*. Pusat Penelitian dan Pengembangan Kesejahteraan Sosial Badan Pendidikan Penelitian dan Penyelidiakan Sosial, Kementerian Sosial Republik Indonesia.

Borhan Abdullah & Rosde Ammituh. (2020). Kesan Pandemik COVID-19 terhadap Sumber Pendapatan Isi Rumah: Kajian kes Semporna Sabah. Fakulti Perniagaan, Ekonomi dan Perakaunan, Universiti Malaysia Sabah.

Berita Harian. (2020). COVID-19: UMNO Sabah derma bekalan asas bernilai RM1 juta. Diakses https://www.bharian.com.my/berita/wilayah/2020/03/668992/covid-19-umno-sabah-derma-bekalan-asas-bernilai-rm1-juta pada 23 Januari 2020.

Bernama. (2020). Kerajaan Sabah Salur Bantuan Makanan RM2 Juta Kepada Setiap Daerah PKPB - Hajiji. Diakses melalui https://www.astroawani.com/berita-malaysia/kerajaan-sabah-salur-bantuan-makanan-rm2-juta-kepada-setiap-daerah-pkpb-hajiji-262895 pada 29 Januari 2021.

Chua, Yan Piaw. (2011). Kaedah dan Statistik Penyelidikan: Kaedah Penyelidikan. Mcgraw: Hill Education.

Elengoe, A. (2020). Wabak Covid-19 di Malaysia. *Artikel Perspektif Kesihatan Awam dan Penyelidikan Osong*. 11(3), 93-100.

Gittell, R. & Tebaldi, E. (2006). Charitable giving: Factors influencing giving in U.S. States. *Nonprofit and Voluntary Sector Quarterly, 35(4*), 721-36.

KPMG. (2021a). Government Response - Global Landscape. *Thailand: Government and institution measures in response to COVID-19*. http://home.kpmg./xx/en/home/insights /2020/04/Thailand-government-and-institution-measures-in-response-to-covid.html. Diakses pada 1 Julai 2021.

KPMG. (2021b). Government Response - Global Landscape. *India: Government and institution measures in response to COVID-19*.

https://home.kpmg./xx/home/insights/2020/04/india-government-and-insitution-measures-inresponse-to-covid.html. Diakses pada 1 Julai 2021.

Laman Web Rasmi Kementerian Kesihatan Malaysia (2021). http://covid-19.moh.gov.my/. Dicapai pada 24 Mei 2021.

Mohd Zaky Zainuddin. (2020). Kita Prihatin: Kerajaan pastikan bantuan sampai kepada rakyat Berita Harian. Dipetik daripada https://www.bharian.com.my/berita/nasional/ 20020/09/734978/kita-prihatin-kerajaan-pastikan-bantuan-sampai-kepada-rakyat. Diakses pada 18 Januari 2021.

Mutakhir. (2020). KronologiPKP setakat10April. Diakses https://www.hmetro.com.my/ Mutakhir/2020/04/564864/kronologi-pkp-setakat-10-april pada 18 Januari 2021.

Nurul Adilah Hasbullah dan Asmak Ab Rahman. (2020). Peranan pemegang taruh dalam menjaga kebajikan ekonomi rakyat semasa pandemik COVID-19 dari perspektif ekonomi Islam. (2021). *The Journal of Muamalat and Islamic Finance Research*, 17, 71-89.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

KESANGGUPAN UNTUK MEMBAYAR: KAJIAN KES EKOPELANCONGAN HUTAN PAYA BAKAU TAMAN NEGARA JOHOR TANJUNG PIAI

WILLINGNESS TO PAY: A CASE STUDY OF MANGROVE ECOTOURISM AT TANJUNG PIAI JOHOR NATIONAL PARK

Jabil Mapjabil[1]
Sri Ningsih Sukirman[2]
Mohamad Pirdaus Yusoh[3]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah, Malaysia
(E-mel: jabilums@edu.my)
[2]Akademi Seni dan Teknologi Kreatif (ASTiF), Universiti Malaysia Sabah, Malaysia
(E-mel: ningsih@ums.edu.my
[3]Pusat Pendidikan Asas dan Lanjutan, Universiti Malaysia Terengganu, Malaysia
(E-mel: m.pirdaus@umt.edu.my)

Abstrak: *Kajian terhadap kesanggupan untuk membayar dan ekopelancongan didapati masih terpisah dan tidak seimbang. Malahan, hanya sedikit kajian yang menjelaskan sebab seseorang pelancong berminat dengan aktiviti ekopelancongan dan sanggup untuk membayar yuran yang dikenakan. Artikel ini meneliti tentang penilaian terhadap kesanggupan untuk membayar dalam kalangan pengunjung dan pelancong ke destinasi ekopelancongan hutan paya bakau di Taman Negara Johor Tanjung Piai (TNJTP). Objektif kajian ini ialah mengenal pasti tahap dan nilai kesanggupan untuk membayar (WTP) oleh pengunjung dan pelancong. Kajian ini menggunakan pendekatan kualitatif melalui temu bual mendalam, temu bual tidak langsung dan pemerhatian. Seramai 40 orang informan dipilih dalam kajian ini. Hasil kajian mendapati kesedaran majoriti informan terhadap tahap kesanggupan untuk membayar adalah sederhana. Rata-rata informan tidak peka dengan harga yang ditawarkan kepada mereka. Namun begitu, majoriti daripada mereka berpuas hati dengan nilai kadar bayaran yang ditetapkan. Latar belakang sosiobudaya dan mentaliti penduduk di negara ini mempengaruhi keprihatinan terhadap isu WTP. Dalam jangka panjang, pihak pengurusan taman negara ini perlu proaktif untuk merangka strategi agar kadar bayaran yang dikenakan berpadanan dengan segala kemudahan, tarikan semula jadi, layanan dan perkhidmatan kakitangan di taman negara ini.*

Kata Kunci: *Kesanggupan untuk Membayar, Ekopelancongan, Pelancong, Hutan Paya Bakau, Taman Negara Johor Tanjung Piai*

Abstract: *Studies on the willingness to pay and ecotourism are still fragmented and imbalance. In fact, only a few studies explain why a tourist is interested in ecotourism activities and is willing to pay for the fees charged. This article examines the evaluation of the willingness to pay among visitors and tourists to the ecotourism destination of mangrove swamp forest in Tanjung Piai Johor National Park. The objective of the study was to identify the level and value of willingness to pay (WTP) by visitors and tourists. The study uses qualitative approach through in-depth interviews, indirect interviews and observations. A total of 40 informants were sampled in this study. The results of the study found that the majority of informants on the level of willingness to pay is moderate. The average informants were not sensitive to the* *price offered to them. However, the majority of them are satisfied with the value of the set payment rate. The socio-cultural background and mentality of the people in the country influence concerns over willingness to pay issue. In the long run, the management of this national park needs to be proactive to formulate strategies so that the rates charged are worth all the facilities, natural attractions, hospitalities and services of staffs in this national park.*

Keywords: *Willingness to Pay, Ecotourism, Tourist, Mangrove, Tanjung Piai Johor National Park*

Pengenalan

Ekopelancongan adalah pengembaraan yang bertanggungjawab terhadap alam sekitar dalam menikmati dan menghayati pengalaman daripada alam semula jadi dan kebudayaan. Menurut Fennell (1999), ekopelancongan merupakan satu bentuk pelancongan lestari yang berasaskan sumber semula jadi serta memberi tumpuan terutamanya untuk mengalami dan mempelajari tentang alam semula jadi. Ekopelancongan turut mementingkan aspek etika dan melibatkan impak yang rendah, bukan bersifat konsumtif dan berorientasikan tempatan, iaitu kawalan, faedah dan skala. Hal ini biasanya berlaku dalam kawasan alam semula jadi. Peranan ekopelancongan itu sendiri harus menyumbang terhadap usaha pemuliharaan dan pemeliharaan kawasan tersebut. Kajian awal mengenai kesanggupan untuk membayar ataupun *willingness to pay* telah dijalankan oleh Whittington et al. pada tahun 1990. Penyelidikan ini adalah mengenai penganggaran kesanggupan untuk membayar perkhidmatan air domestik di negara membangun, iaitu kajian kes secara mendalam bagi penyiasatan penggunaan penilaian kontingen ataupun *contingent valuation method* (CVM) di selatan Haiti.

Terdapat banyak kajian yang dijalankan tentang kesanggupan membayar untuk tujuan isu persekitaran dan kaitannya dengan sektor pelancongan, antaranya seperti aspek pemuliharaan dan perlindungan kawasan semula jadi (Subade & Francisco, 2014; Bruner et al., 2015), penambahbaikan dan penyelenggaraan kawasan pantai (Rodella et al., 2019), perlindungan spesies marin (Sayan et al., 2011), pemulihan dan pemeliharaan untuk persekitaran ekosistem pantai (Matthews et al., 2017; Enríquez-Acevedo et al., 2018) dan pembangunan untuk perkhidmatan tambahan pelancong di pantai (Zang et al., 2015; Pragaya, 2017). Di Malaysia, terdapat beberapa kajian kesanggupan untuk membayar dan aspek pemuliharaan alam semula jadi seperti Fairuz (2014), Hun dan Anuar (2014) dan Nor Afiza et al. (2016). Sehubungan dengan itu, kertas kerja ini meneliti tentang kesanggupan untuk membayar dalam kalangan pengunjung dan pelancong ke destinasi ekopelancongan hutan paya bakau di Taman Negara Johor Tanjung Piai (TNJTP).

Tinjauan Literatur

Menurut Weaver dan Lawton (2007), kajian literatur yang berkaitan dengan kesanggupan untuk membayar dan ekopelancongan masih terpisah dan tidak seimbang. Malahan, hanya sedikit kajian yang menjelaskan sebab seseorang pelancong berminat dengan aktiviti ekopelancongan dan sanggup untuk membayar yuran yang dikenakan. Untuk itu, pihak pengurusan pelancongan memerlukan anggaran yang realistik untuk permintaan pelancong eko dan kesanggupan untuk membayar untuk melaksanakan strategi penetapan bayaran yang lebih berkesan (Hultman et al., 2015). John (2006) menjelaskan kesediaan dan kesanggupan untuk membayar adalah asas teori ekonomi yang bernilai. Menurutnya, jika terdapat idea yang bernilai dalam sesuatu perkara, maka idea tersebut bernilai untuk dibayar. Hal ini dikaitkan dengan sumber alam sekitar seperti kualiti air dan sumber semula jadi seperti pokok. Andaian utama beliau adalah nilai alam sekitar bersifat antropogenik. Kaedah ekonomi digunakan bagi membuat anggaran kesanggupan untuk membayar kepada perubahan dalam tahap kualiti alam sekitar, penggunaan sumber dan sebagainya.

Kajian oleh Hamidi dan Md Sirat (2016) mendapati pengaruh aspek pengalaman iaitu produk, perkhidmatan dan perasaan sangat mempengaruhi jangkauan kepuasan pelancong yang melibatkan pengalaman ekopelancongan. Ini dikukuhkan oleh kajian Pengwei et al. (2018) yang menegaskan pelancong sanggup membayar untuk menikmati sumber ekopelancongan di kawasan dilindungi. Namun begitu, sebahagian kecil pelancong tidak sanggup membayar kerana berpendapat bahawa ia merupakan tanggungjawab kerajaan menyediakan perkhidmatan tersebut kepada pelancong. Hal ini turut dipengaruhi oleh ciri sosial masyarakatnya yang kurang kesedaran terhadap kepentingan sumber kawasan yang dilindungi dan faktor pendapatan. Kajian terhadap kesanggupan membayar (WTP) bagi tiket atau yuran masuk ke Taman Agro Teknologi MARDI turut dikaji oleh Fairuz (2014). Kajian ini menilai kesanggupan membayar (WTP) terhadap pelancong tempatan dan pelancong asing yang berkunjung ke taman agro berkenaan. Kajian ini melibatkan 100 orang responden pelancong tempatan dan 100 orang responden pelancong asing. Dalam kajian ini, Kaedah Penilaian Kontingen (CVM) digunakan untuk menentukan kesanggupan membayar (WTP) dalam menganalisis data. Hasil kajian menunjukkan 59% responden asing dan 56% responden tempatan bersedia untuk membayar kos pembinaan Pusat Kesihatan dan Spa.

Seterusnya, Hun dan Anuar (2014) meneliti tentang kesanggupan untuk membayar (WTP) bagi kemudahan perkhidmatan ekopelancongan awam, iaitu Taman Negara dan Zoo Negara di Malaysia. Kaedah Penilaian Kontingen (CVM) digunakan oleh pengkaji bagi menganggarkan nilai pasaran di kawasan kajian yang semakin membimbangkan. Seramai 100 orang responden tempatan dan antarabangsa terlibat dalam kajian ini. Dapatan kajian menunjukkan Taman Negara boleh memberikan pengalaman baharu kepada pengunjung dengan landskap semula jadi yang indah. Walau bagaimanapun, responden berpendapat kemudahan jalan ke Taman Negara adalah dalam keadaan yang tidak memuaskan dan bayaran tiket yang dikenakan bagi perkhidmatan bot pula terlalu tinggi. Nuva et al. (2009) pula menjalankan kajian kesanggupan untuk membayar (WTP) di kawasan Pemuliharaan Sumber Ekopelancongan di Taman Negara Gunung Pangrango (TNGP), Jawa Barat, Indonesia. Untuk itu, seramai 423 orang responden ditemu bual dalam kajian ini. Dapatan kajian menunjukkan kebanyakan pengunjung berpuas hati dengan tarikan ekopelancongan di TNGP. Secara keseluruhannya, kadar WTP di TNGP adalah sebanyak RM2,130.51 setiap sesi lawatan. Pada tahun 2004, manfaat pemuliharaan sumber ekopelancongan di TNGP dianggarkan berjumlah RM12,6215.09.

Kawasan Kajian

Adnan (2014) menjelaskan benua Asia bermula dari garis bujur 28° Timur di Turki sehingga 170° Barat di Semenanjung Kamchatka dan dari garis lintang 10° Selatan sehingga 75° Utara. Benua Asia direntasi oleh Garisan Artik, Garisan Sartan dan Garisan Khatulistiwa. Titik paling akhir Benua Asia terletak di Tanjung Piai dalam daerah Pontian, Johor pada latitud 01.16° dan longitud 103.30.46° Timur. Tanjung Piai terletak kira-kira 75 kilometer dari bandar raya Johor Bahru. Perjalanan perlu melalui Lebuh Raya Utara-Selatan dan mengambil susur keluar ke Simpang Renggam menuju ke Benut. Seterusnya, apabila sampai ke Pontian melalui Benut, perjalanan perlu diteruskan lagi untuk ke Kukup. Tanjung Piai terletak di Kukup, Pontian.

Hutan bakau yang digazetkan sebagai Hutan Bakau Simpan di Semenanjung Malaysia adalah di bawah pengurusan Jabatan Perhutanan. Hutan bakau yang direzabkan sebagai Taman Negara dan Tapak Ramsar oleh kerajaan negeri Johor pula adalah di bawah pengurusan dan pengawasan Perbadanan Taman Negara Johor. Pada tahun 2002, taman negara ini dibuka kepada orang awam di bawah pengurusan Pejabat Daerah Pontian. Seterusnya, pada 31 Januari 2003, taman negara ini telah diisytiharkan sebagai Tapak Ramsar serta direzabkan menjadi Taman Negara Johor, Tanjung Piai pada 26 Februari 2004 (Anne, 2008).

Metodologi Kajian

Kajian ini menggunakan kaedah kualitatif iaitu temu bual tidak langsung, temu bual mendalam dan pemerhatian di samping rujukan pelbagai sumber sekunder. Menurut Chua (2006), kajian kualitatif memerlukan pemerhatian yang teliti. Banyak unsur seperti emosi, motivasi dan empati yang berkaitan dengan keadaan semula jadi individu atau kumpulan tertentu adalah lebih sesuai diselidik menggunakan pendekatan kualitatif. Hal ini kerana kesemua elemen tersebut tidak dapat dihuraikan dengan angka dalam data kuantitatif sahaja. Seramai 15 orang informan daripada kalangan pengunjung dan pelancong telah ditemu bual secara tidak langsung menggunakan borang panduan temu bual. Kaedah pemerhatian di kawasan kajian pula membantu penyelidik untuk melihat sendiri pergerakan keluar masuk pelancong asing, pelancong domestik, pengunjung dan penduduk tempatan yang berkunjung ke Taman Negara Johor Tanjung Piai (TNJTP). Penyelidik dapat meninjau persekitaran kawasan kajian serta mengambil foto yang boleh dijadikan bukti kajian.

Hasil Kajian dan Perbincangan

Tahap Kesanggupan untuk Membayar oleh Pengunjung dan Pelancong di Taman Negara Johor Tanjung Piai

Kesanggupan untuk membayar dalam kawasan ekopelancongan yang ingin dilawati oleh pengunjung dan pelancong adalah berbeza. Hal ini bergantung kepada kerelaan seseorang individu itu sendiri. Dalam kajian ini, tahap dan nilai kesanggupan untuk membayar dikaji dan diteliti agar dapat memberi kesedaran kepada pengunjung dan pelancong tentang peri pentingnya isu ini kepada mereka. Hasil kajian mendapati majoriti informan yang ditemu bual menyatakan kesedaran terhadap tahap kesanggupan untuk membayar adalah sederhana. Seramai tujuh orang informan berpendapat tahap WTP mereka adalah rendah dan hanya sebahagian kecil daripada informan yang berada pada tahap WTP yang tinggi. Bayaran yang dikenakan kepada pengunjung dan pelancong tempatan adalah sebanyak RM5.00, kanak-kanak - RM3.00 manakala pelancong antarabangsa diikenakan sebanyak RM10.00.

Untuk aspek bayaran yang dikenakan, rata-rata pengunjung dan pelancong tidak peka dengan harga yang ditawarkan kepada mereka dan berpendapat pihak yang sepatutnya bertanggungjawab menanggung kos lawatan ini adalah pihak kerajaan itu sendiri. Menurut Akbar Ali dan Lee (2009), punca majoriti pengunjung yang tidak sanggup membayar untuk mengekalkan dan memulihara keindahan Perkampungan Budaya Sarawak adalah kerana beranggapan pembiayaan pemuliharaan dan pengekalan sepatutnya tanggungjawab pihak kerajaan. Hal ini sedikit sebanyak berkaitan dengan kajian kes pengunjung dan pelancong yang mengunjungi TNJTP. Nilai bayaran yang sanggup dibayar oleh pengunjung dan pelancong ke TNJTP kebanyakannya adalah sebanyak RM5.00. Menurut salah seorang informan:

> *Lima ringgit tu dah cukup la. Saya datang dengan anak-anak lagi, kalau mahal sangat, saya pun tak nak datang.*
> (Informan 1, Pengunjung, Pekerja Sektor Awam)

Namun begitu, terdapat informan yang berasa tidak pasti tentang harga bayaran yang dikenakan:

> *Bayaran masa masuk tadi, akak kena lima ringgit. Kalau bayaran untuk kanak-kanak 3 ringgit rasanya. Bayaran untuk pelancong antarabangsa pulak akak tak pastilah adik.*

(Informan 3, Pelancong Domestik, Pekerja Sektor Awam)

Untuk aspek kepuasan terhadap kesesuaian nilai kadar bayaran yang telah ditetapkan dengan segala kemudahan, tarikan semula jadi, layanan dan perkhidmatan kakitangan serta pengurusan secara keseluruhannya didapati majoriti informan berpuas hati dengan nilai kadar bayaran yang ditetapkan. Menurut seorang informan yang merupakan pelajar di Universiti Teknologi Malaysia:

> *Bayaran yang dikenakan kepada saya adalah berbaloi kerana bagi saya kawasan persekitaran di sini cantik dan kemudahan seperti tempat rehat dan gazebo turut disediakan. TNJTP sesuai untuk dikunjungi oleh sesiapa sahaja terutamanya bersama berkeluarga.*
> (Informan 4, Penduduk Tempatan, Pelajar)

Berdasarkan hasil kajian Hun dan Anuar (2014) terhadap kesanggupan untuk membayar oleh pengunjung untuk jumlah yuran yang dikenakan oleh pihak berkuasa tempatan. Rata-rata pengunjung dan pelancong bersedia untuk membayar yuran masuk dengan harga yang ditetapkan, namun mereka menuntut agar perkhidmatan yang lebih baik dan penambahbaikan kemudahan yang disediakan oleh pihak pengurusan. Sehubungan dengan itu, dalam temu bual yang dijalankan, majoriti pengunjung dan pelancong yang ditemu bual bersedia untuk membayar yuran masuk yang telah ditetapkan dan berharap kemudahan di TNJTP dapat ditambah dari semasa ke semasa.

Merujuk terhadap nilai bayaran yang dikenakan kepada pengunjung, pengkaji menanyakan sama ada nilai tersebut berbaloi ataupun tidak dengan tarikan yang terdapat di Taman Negara Johor Tanjung Piai (TNJTP).

> *Berbaloilah kadar bayaran tadi. Kawasan alam semula jadi kat sini sangat unik dan cantik untuk bergambar. Macam tadi, saya nampak ada dua pasangan pengantin yang datang untuk bergambar dengan krew masing-masing.*
> (Informan 4, Penduduk Tempatan, Pelajar)
>
> *Yeah, RM5.00 is satisfactory at the moment.*
> (Informan 8, Pengunjung, Bekerja Sendiri)
>
> *Dari segi alam semula jadinya, bayaran tadi berbaloi tetapi dari segi kemudahan kepada pengunjung pula, banyak yang perlu diperbaiki.*
> (Informan 9, Pelancong Domestik, Pekerja Sektor Swasta)

> *It's not worth it. Nothing to see like exotic living. It must be some kind of animal that live here.*
>
> (Informan 12, Pelancong Antarabangsa, China)

Seorang informan lain mencadangkan kadar bayaran khas untuk pengunjung atau pelancong yang datang secara berkumpulan ke TNJTP:

> *Nilai kadar bayaran yang perlu diletakkan selepas ini sepatutnya RM25.00 bagi sekumpulan enam orang yang datang ke TNJTP manakala bagi sekumpulan enam orang pelancong asing yang datang ke TNJTP pula dikenakan bayaran sebanyak RM50.00.*
>
> (Informan 15, Penduduk Tempatan, Pekerja Sektor Swasta)

Sebagai perbandingan, hasil kajian Nuva et al. (2009) mendapati majoriti pengunjung dan pelancong berpuas hati dengan tarikan ekopelancongan di Taman Negara Gunung Pangrango (TNGP). Sehubungan dengan itu, kebanyakan pelancong berkunjung lebih daripada satu kali ke TNGP. Ini membuktikan mereka sanggup membayar untuk menikmati dan merasai sendiri pengalaman di taman negara tersebut. Namun begitu, masih belum ada kadar bayaran yang dikenakan oleh pihak taman negara untuk pengunjung dan pelancong yang datang secara berkumpulan ke TNJTP. Pengunjung dan pelancong di taman negara ini berpendapat kadar bayaran secara berkumpulan perlu diperkenalkan bagi menarik lebih ramai pelancong berkunjung ke TNJTP.

Kesimpulan

Idea dan kajian tentang kesanggupan untuk membayar (WTP) untuk memasuki satu-satu destinasi ekopelancongan di Malaysia adalah masih baharu berbanding di negara Barat. Latar belakang sosiobudaya dan mentaliti penduduk di negara ini mempengaruhi keprihatinan terhadap isu WTP. Namun begitu, tidak dapat dinafikan ada beberapa senario yang dapat diperhatikan. Pertama, ada individu yang tidak ambil peduli tentang jumlah kadar bayaran yang dikenakan. Kedua, terdapat sesetengah penduduk di negara ini yang terlalu kisah tentang bayaran masuk sehingga ke tahap mempertikaikan kadar bayaran dan merasakan keseluruhan urusan bayaran dan penyelenggaraan sepatutnya terletak di tangan pihak kerajaan. Manakala pelancong luar negara pula, meskipun di sesetengah negara, budaya WTP adalah sebati dengan sentimen dan keprihatinan untuk menjaga kelestarian alam sekitar, namun ada juga daripada mereka yang turut tidak berpuas hati dengan kadar bayaran yang dikenakan untuk memasuki TNJTP. Oleh itu, dalam jangka panjang, pihak pengurusan taman negara ini perlu proaktif untuk merangka strategi agar kadar bayaran yang dikenakan berbaloi dengan segala kemudahan, tarikan semula jadi, layanan dan perkhidmatan kakitangan di taman negara ini.

Penghargaan

Penulis ingin merakamkan penghargaan kepada Kementerian Pengajian Tinggi Malaysia dan Universiti Malaysia Sabah kerana membiayai kajian ini di bawah Geran Penyelidikan Skim Dana NIC (SDN), 2019 bertajuk “Pola Tingkah Laku dan Pemetaan Ruang Keliaran Pelancong Berdasarkan Faktor Kuasa Beli dan Kesanggupan Membayar di Destinasi Pelancongan Terpilih di Negeri Sabah”. Kod geran SDN 0033-2019.

Rujukan

Adnan Abdul Jamil. (2014). *Tanjung Piai : Penghujung Benua Asia*. Dewan Bahasa dan Pustaka. Http://lamanartikel.dbp.my/?p=379. Diakses pada 11 Disember 2019.

Anne Majanil. (2008). *Penghujung Selatan Tanah Besar Asia*. Perbadanan Taman Negara Johor.

Bruner, A., Kessy, B., Mnaya, J., Wakibara, J. & Maldonado, J. (2015). Tourists' willingness to pay to visit Tanzania's National Parks: A contingent valuation study. *Discussion Paper, Conservation Strategy Fund*, 1-40.

Chua Yan Piaw. (2006). *Kaedah dan Statistik Penyelidikan Buku 1 : Kaedah Penyelidikan*. Universiti Putra Malaysia. Mc Graw Hill Education.

Enríquez-Acevedo, T., Botero, C.M., Cantero-Rodelo, R., Pertuz, A. & Suárez, A. (2018). Willingness to pay for Beach Ecosystem Services: The case study of three Colombian beaches. *Ocean. Coast. Manag*., 161, 96-104.

Fennell, D. A. (1999). *Ecotourism : An Introduction. New Fetter Lane*. London. Routledge Taylor & Francis Group.

Fairuz Puasa. (2014). *Willingness to Pay for an Entrance Fee : A Case Study of MARDI Agro Technology Park, Langkawi*. Universiti Utara Malaysia.

Hamidi Ismail, & Md Sirat Abu. (2016). Pengaruh aspek pengalaman ekopelancongan terhadap jangkauan kepuasan pelancong di Malaysia: Kajian kes Melaka. *Geografia Malaysian Journal of Society and Space*, 12(8), 100-109.

Hultman, M., Kazeminia, A. & Ghasemi, V. (2015). Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism and motivation. *Journal of Business Research*, 68, 1854-1861.

Hun S. D. & Anuar Alias. (2014). *Willingness to Pay for Public Ecotourism Services in Malaysia*. Faculty of Built Environment, University of Malaya.

John Whitehead. (2006). *Willingness to Pay and Ecological Economics. Environmental Economics*. http://www.env-econ.net/2006/07/willingness_to_.html. Diakses pada 23 Mei 2019.

Matthews, Y., Scarpa, R. & Marsh, D. (2017). Stability of willingness-to-pay for coastal management: A choice experiment across three time periods. *Ecol. Econ*., 138, 64-73.

Nor Afiza Abu Bakar, Alias Radam, Zaiton Samdin, Mohd Rusli Yacob. (2016). Willingness to Pay in Kubah National Park and Matang Wildlife Centre: A Contingent Valuation Method, *International Journal of Business Society*, 17(1),131-144.

Nuva R., Mad Nasir Shamsudin, Alias Radam & Ahmad Shuib. (2009). Willingness to pay towards the conservation of ecotourism resources at Gunung Gede Pangrango National Park, West Java, Indonesia. *Journal of Sustainable Development*, 2(2), 173-186.

Pengwei, W., Pengwei, W., Linsheng, Z., Linsheng, Z. (2018). Tourist willingness to pay for protected area ecotourism resources and influencing factors at the Hulun Lake protected area. *Journal of Resources and Ecology*, 9(2), 174-181.

Rodella, I., Madau, F., Mazzanti, M., Corbau, C., Carboni, D., Utizi, K. & Simeoni, U. (2019). Willingness to pay for management and preservation of natural, semi-urban and urban beaches in Italy. *Ocean. Coast. Manag*., 172, 93-104.

Sayan, S., Williams, A. T., Johnson, D. E. & Ünal, Ö. (2011). A pilot study for sustainable tourism in the coastal zone of Antalya, Turkey: Tourists, turtles or both? *J. Coast. Res*., 64, 1806-1810.

Subade, R. F. & Francisco, H. A. (2014). Do non-users value coral reefs? Economic valuation of conserving Tubbataha Reefs, Philippines. *Ecol. Econ*., 102, 24-32.

Weaver, D. B. & Lawton, L. J. (2007). Twenty years on: The state of contemporary ecotourism research. *Tourism Management*, 28, 1168-1179.

Zang, F., Wang, X. H., Nunes, P. A. & Ma, C. (2015). The recreational value of gold coast beaches, Australia: An application of the travel cost method. *Ecosyst. Serv*., 11, 106-114.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

MAQASID SYARIAH DALAM FILEM DAN DRAMA DI MALAYSIA

Fadillah Ismail

Department of Technology Management, Faculty of Technology Management and Business, University Tun Hussein Onn Malaysia, 86400 Batu Pahat, Johor, MALAYSIA.

Abstrak: *Kerancakan dunia perfilman dan drama di Malaysia tidak dapat dinafikan, ia merupakan medium komunikasi yang paling efektif dan mempunyai impak tersendiri dalam menyampaikan inti sari dan informasi tertentu untuk memberi kesedaran dan mempengaruhi pertimbangan serta penilaian seseorang penonton dalam kehidupa untuk melakukan kebaikan. Justeru kajian ini dilaksanakan bagi mengenal pasti tahap kefahaman muslim terhadap konsep patuh syariah atau Maqasid Syariah serta menilai persepsi mereka terhadap filem dan drama terbitan Malaysia. Reka bentuk kajian ini menggunakan pendekatan kuantitatif, dimana instrumen soal selidik diedarkan dalam kalangan belia muslim Johor yang berumur antara 15 hingga 30 tahun sahaja. Analisis secara deskriptif menggunakan perisian SPSS menunjukkan bahawa kategori umur antara 23 hingga 26 tahun mencatatkan jumlah responden yang tertinggi iaitu seramai 118 orang responden. Selain itu, seramai 202 orang responden daripada 384 orang responden adalah perempuan dan 55.4 peratus daripada jumlah keseluruhan merupakan golongan belia yang tidak menerima pendidikan sekolah agama (SAKJ). Sebanyak 47.6 peratus daripada jumlah keseluruhan mempunyai tahap kefahaman yang rendah terhadap konsep Maqasid Syariah manakala hanya 62 orang responden sahaja yang mencatatkan kefahaman yang tinggi. Hal ini menunjukkan bahawa golongan belia kurang pemahaman dan ilmu tentang konsep Maqasid Syariah. Selain itu, terdapat lima (5) Elemen Patuh Syariah dalam Filem dan Drama di Malaysia iaitu Memelihara Jiwa (Hifz al-Nafs), Memelihara Agama (Hifz al-Din), Memelihara Akal (Hifz al-Aql), Memelihara Keturunan (Hifz al-Nasab) dan Memelihara Harta (Hifz al-Mal). Terdapat dua (2) elemen patuh syariah yang memberikan nilai persepsi tinggi dalam filem dan drama di Malaysia iaitu Memelihara Jiwa (54.69%) dan Memelihara Akal (39.5%). Hal ini menunjukkan bahawa mesej daripada kedua-dua elemen tersebut banyak dipertontonkan dalam penceritaan filem dan drama di Malaysia, justeru, responden lebih mudah memahami dan menerima konteks mesej tersebut yang selari dengan realiti dan norma kehidupan semasa. Hasil kajian yang dijalankan terhadap 348 orang belia muslim di negeri Johor menunjukkan bahawa filem dan drama di Malaysia menepati elemen patuh Syariah. Namun, tahap kefahaman dan pengetahuan yang rendah terhadap elemen patuh syariah tersebut menyebabkan responden atau golongan belia di Johor tidak menyedari dan kurang kesedaran terhadap kepentingan yang disampaikan dalam elemen Maqasid Syariah tersebut. Oleh itu, pemahaman dan pendedahan tentang Maqasid Syariah dan elemen patuh syariah ini perlulah dijaga dan dipraktikkan dalam pembangunan moral dan sahsiah masyarakat khususnya golongan belia masa kini bagi memelihara kesejahteraan hidup berpandukan syarak.*

Kata Kunci: *Maqasid Syariah, Filem, Drama, Malaysia*

Pengenalan

Industri filem dan drama di Malaysia telah berkembang pesat sejak awal pra-kemerdekaan negara. Inisiatif dan dasar pemerintah telah membantu, sebahagian besar, dengan output industri mencatat angka yang memberangsangkan dalam beberapa tahun terakhir (Hon & Yen, 2019). Agensi nasional yang bertanggungjawab dalam perkembangan industri tempatan adalah National Film Development Corporation Malaysia (FINAS) misinya, antara lain, adalah pengantarabangsaan industri kreatif tempatan (CI) dan pengukuhan kemudahan untuk pembuatan filem dan drama. Dalam beberapa tahun terakhir ini, inisiatif kerajaan telah menggalakkan bukan hanya pembuat filem asing (FFM) melakukan penggambaran filem di Malaysia tetapi juga mengeksport kepakaran tempatan dan bekerja pada pembuatan filem dan output kreatif (CO).

Realitinya, penerbitan filem dan drama pada hari ini tidak hanya dijadikan sebagai satu platform media sosial untuk menyebarkan maklumat, malah ia sangat signifikan sebagai mekanisme mendidik, membujuk dan menghibur penonton. Filem dilihat sebagai satu medium untuk menstrukturkan proses pengeluaran makna dalam masyarakat (Juliana & Mahyuddin, 2009). Malah ianya juga turut menjadi instrumen dalam menyebarkan dakwah serta membentuk akhlak dan pemikiran masyarakat melalui hidangan rancangan drama dan filem dari pelbagai sifat dan genre yang menyelitkan pelbagai unsur dan nilai positif.

Perkembangan filem dan drama Malaysia yang pesat dipacu oleh kemajuan dalam bidang teknologi pembikinan dan teknologi penyiaran. Perkembangan industri perfileman yang pesat di Malaysia dibuktikan bukan sahaja dalam konteks peningkatan kuantiti dan kualiti fasiliti penontonan terutamanya pawagam dan skrin tayangan, tetapi juga dari segi peningkatan jumlah penontonan, filem yang dihasil dan ditayangkan, jumlah kutipan dan lesen perfileman yang dikeluarkan (Ubong Imang, 2015). Permintaan yang kian meningkat terhadap aktiviti hiburan ekoran peningkatan keupayaan berbelanja dan perubahan gaya hidup dalam kalangan penduduk di Malaysia tidak dapat dinafikan akan memberi kesan dan pengaruh yang kuat terhadap gaya hidup muda mudi dan belia. Malahan penonton filem di Malaysia terdedah kepada pilihan penontonan filem yang luas (Fauziah Kartini et al., 2009). Selain filem tempatan, filem-filem keluaran luar negara terutama filem-filem keluaran Hollywood, Bollywood, Jepun, Hong Kong dan Korea juga turut berada dalam pasaran. Begitu juga dengan drama di televisyen di mana pengaruh drama Korea terutamanya telah menarik penonton tempatan apabila banyak stesen televisyen mula menyiarkannya (Amaran & Wen, 2018). Hasilnya, drama Korea perlahan-lahan mempengaruhi persepsi dan gaya hidup pencinta drama Korea tanpa disedari oleh mereka.

Justeru, filem-filem tempatan perlu bersaing untuk memenangi penonton untuk menonton filem tempatan. Namun, selain telah banyak membantu mendidik, membujuk, menghibur dan membentuk pemikiran, hasil karya seni juga sering mendatangkan kebimbangan kerana penerbitan filem dan drama boleh merosakkan pemikiran penonton. Hal ini kerana terdapat kandungan yang dipaparkan dalam filem dan drama bercanggah dan tidak selari dengan realiti kehidupan, budaya mahupun ajaran, suruhan dan tegahan Islam. Menurut Rosmawati et al. (2012), penontonan filem yang mengangkat aspek agama Islam berupaya memberi sumbangan ke arah tindakan yang positif. Hujah ini menyokong apa yang telah dibahaskan oleh Syed Zulkifli (2010) yang berpendapat bahawa penceritaan secara patuh syariah adalah munasabah dan sangat menarik untuk dijadikan 'niche' kepada penceritaan. Tambahan lagi, Hassan & Sabli (2018) turut berpendapat bahawa filem dan drama tidak semestinya menampilkan ciri-ciri berat, hanya menonjolkan ajaran sederhana dan cara hidup Islam disertai dengan teknik menarik yang dapat menarik penonton ke pawagam. Oleh itu, penghasilan filem dan drama yang bercirikan patuh syariah mampu menjadi mekanisme penting ke arah melahirkan bukan sahaja produk filem dakwah yang sebenar malah memberi impak pembentukan sahsiah diri kepada penonton.

Syariah dan pelaksanaannya memainkan peranan yang penting kepada seluruh umat Islam. Dalam dunia yang moden ini, media semestinya memainkan peranan yang sangat penting dalam memberi pengajaran kepada penonton tanpa mengira usia melalui sikap yang ditonjolkan oleh pelakon sama ada di dalam drama mahupun filem tempatan (Hassan & Sabli, 2018). Inti pati pandangan ini tidak berasaskan kepada aspek hukum tetapi lebih menekankan kepada matlamat asas syariah (Maqasid Syariah) untuk melindungi masyarakat demi menjaga kemaslahatan umat Islam. Namun, konsep ini sering ditomahkan bagi maksud menyelewengkan matlamat asal. Dua (2) cabaran utama yang dihadapi oleh umat Islam kini adalah:

i. untuk membuktikan syariah sebagai rangka kerja komprehensif yang menggabungkan aspek moral dan undang-undang yang berfungsi kepada semua umat manusia untuk menegakkan keadilan; dan
ii. untuk merangka mekanisme yang akan memudahkan pengukuran pelaksanaan syariah dalam semua aspek kehidupan.

Cabaran-cabaran ini adalah berpunca daripada salah faham mengenai syariah Islam kerana pemahaman cetek segelintir masyarakat yang memberi tafsir yang sangat terhad dan menekankan aspek hukum sahaja. Syariah Islam adalah garis panduan hidup yang integral atau menyeluruh dan sempurna bagi seluruh permasalahan hidup manusia sama ada secara individu, masyarakat sehinggalah kepada pengurusan filem dan drama. Penggunaan media melalui filem dan drama dalam berdakwah tidak dinafikan akan mempunyai cabaran yang hebat dan sukar yang perlu dihadapi oleh para pembikin filem dan drama tempatan (Manaf, 2018). Islam telah menyediakan manhaj yang sempurna dengan menyusun kehidupan manusia dengan begitu teratur sekali. Manhaj itulah diguna pakai untuk mengatur kehidupan sosial dan memandu perjalanan hidup manusia sesuai dengan perintah dan larangan Allah SWT. Tujuan utama syariah tidak boleh dipandang ringan atau tidak diberikan perhatian sewajarnya kerana matlamatnya sangat objektif dan praktikal bagi menjamin kepentingan agama, nyata, akal, keturunan dan harta umat Islam.

Penyataan Masalah

Dasuki (2011) menyatakan bahawa filem dan drama merupakan elemen yang cukup berkesan dalam mencatu kesedaran dan keinsafan. Filem atau drama merupakan wahana yang penting untuk menyampaikan mesej dan mempertahankan suatu adat, budaya dan kepercayaan. Penonjolan unsur contoh teladan dalam kehidupan seharian dapat mengikis perasaan prejudis dan negatif penonton yang bukan muslim terhadap Islam. Penghasilan produk filem dan drama yang baik serta penerapan nilai positif dapat menarik minat dan memberi kesan signifikan kepada penonton secara umum. Menurut Naim (2010), filem yang baik secara langsung memberi kesan kepada pemikiran, jiwa, rohani dan perasaan penonton. Penghasilan karya yang berkualiti merupakan satu tanggungjawab sosial yang perlu diambil perhatian oleh para pembikin filem dan drama di Malaysia. Di Malaysia, persaingan industri perfileman dan drama serancak perkembangan teknologi dan menjadi hiburan utama masyarakat kini. Cabaran daripada kemasukan filem dan drama barat dan timur yang telah menarik dan menukar selera tontonan penonton tempatan. Cabaran ini sedikit sebanyak telah menjadi sandaran kepada penghasilan filem dan drama tempatan dalam meniru gaya serta perkembangan dari aspek sosio budaya dan pemikiran.

Namun, keghairahan dalam bersaing untuk menghasilkan filem dan drama yang berkualiti, tidak dinafikan terdapat elemen etika dan moral yang sekadar mengejar keuntungan sehingga mengabaikan nilai-nilai ajaran Islam. Hal ini kerana, menurut Abu Hassan (2009), filem melayu bukanlah hanya sekadar menjadi naskah hiburan semata atau komoditi perniagaan kerana ia turut berperanan dalam menyebarkan elemen kebaikan supaya menjadi contoh kepada penonton. Garis panduan filem dan drama patuh syariah adalah penting bagi memastikan kualiti produk yang dihasilkan adalah bertepatan dengan genre dakwah yang disampaikan serta menepati piawaian yang berteraskan Islam dalam menarik penonton untuk menjauhkan diri daripada melakukan kemungkaran dan kemaksiatan. Namun, sejauh manakah filem dan drama terbitan Malaysia menepati konsep patuh syariah yang sebenar ini diperbahaskan. Justeru, kajian ini adalah bertujuan untuk mengkaji sejauh manakah filem dan drama terbitan Malaysia menepati elemen patuh syariah daripada persepsi belia.

Kajian Literatur

Pelbagai usaha telah dipergiatkan oleh pengkaji-pengkaji Islam mahupun bukan Islam berkaitan isu- isu dan perkara-perkara seperti syariah dan Maqasid Syariah. Berdasarkan kajian-kajian sebelum ini, mereka membuktikan bahawa keperluan dan kepentingan aspek patuh syariah dalam pelbagai sektor bukan sahaja demi memenuhi tuntutan agama, malahan ia adalah bertujuan untuk meningkatkan hasil pendapatan dan ekonomi negara. Dalam konteks inisiatif untuk mengukur tahap keseriusan sesebuah negara dalam mematuhi Maqasid Syariah secara menyeluruh, ia dianggap sebagai inisiatif perintis yang boleh dijadikan rujukan atau pengukuhan oleh mana-mana pihak pada masa hadapan.

Pertamanya ialah penjagaan alam sekitar menurut maqasid Syariah. Dalam sebuah kertas konsep mengenai penjagaan alam sekitar di Malaysia menurut maqasid Syariah yang dikaji oleh Mustafar et al. (2020), mereka membincangkan isu serta permasalahan alam sekitar menurut maqasid syariah dan undang-undang. Dalam memahami konsep magasid Syariah, semua kejadian yang berlaku di atas muka bumi ini dan harta manusia adalah merupakan hak mutlak Allah. Manusia seharusnya menguruskan segala yang dikurniakan dengan cermat dan amanah serta berkongsi isinya bersama masyarakat seluruhnya. Melalui sisi perundangan pula, pelbagai rang undang-undang telah digubal dalam memastikan alam sekitar ini terus terpelihara. Sebagai contohnya, penguatkuasaan kompaun, saman, khidmat masyarakat, injunksi ataupun dihadapkan ke mahkamah, telah dilaksanakan abgi menghukum pesalah yang bertanggungjawab ke atas kerosakan alam sekitar. Kesimpulannya, sebagai manusia yang dikurniakan akal fikiran dan kemampuan tubuh badan yang sihat oleh Allah, seharusnya menitikberatkan segala aspek penjagaan alam sekitar dalam usaha menjaga amanah Allah dan juga mentadbir urus alam dengan sempurna.

Tambahan lagi, kajian mengenai partisipasi politik semasa di Malaysia berdasarkan kerangka maqasid Syariah yang dijalankan oleh Hasan (2020) bagi merungkai perbezaan antara suasana pemerintahan dan mekanisma politik kepartian dan suasana pemerintahan Islam dulu. Kertas kerja tersebut membahagikan perbincangan berdasarkan tiga aspek iaitu (1) perbahasan mengenai Siyasah Syar'iyyah dalam kerangka Maqasid Syariah, (2) penelitian mengenai definisi partisipasi politik semasa di Malaysia berdasarkan kerangka maqasid serta (3) menghuraikan tentang maqasid-maqasid asas berhubung partisipasi politik di Malaysia. Hasil daripada kajian tersebut mendapat partisipasi politik semasa iaitu sistem demokrasi yang dijalankan di Malaysia pada masa kini merupakan suatu perkara yang tidak dapat dielakkan, tetapi penubuhan parti Gerakan Islam wajib berpaksikan maqasid Syariah yang dinilai dengan telus.

Terdapat beberapa kajian dilaksanakan ke atas pembangunan sosio ekonomi dengan menggunakan elemen Maqasid Syariah. Salman Syed Ali dan Hamid Hasan (2014) membuat kajian mengenai kemiskinan berasaskan elemen Maqasid Syariah di Pakistan. Mereka membuat kajian ke atas 2,000 orang responden dengan menggunakan beberapa soalan daripada World Values Survey tahun 2005-2008. Berdasarkan kajian lapangan, mereka merumuskan bahawa satu (1) daripada lima (5) elemen dalam Maqasid Syariah yang mana elemen pemeliharaan keturunan adalah penyumbang terendah bagi faktor kemiskinan manakala pemeliharaan harta pula adalah penyumbang tertinggi pada kemiskinan. Pelbagai kajian berkaitan prestasi pelaburan patuh syariah dalam aspek risiko, pulangan dan prestasi keseluruhan pelaburan Islam telah dijalankan. Antara kajian berkaitan prestasi pelaburan dana Islamiah adalah kajian oleh Collina dan Gatti (2009). Kajian mereka mendedahkan bahawa prestasi pelaburan dana Islam adalah memuaskan dalam keadaan pasaran baik, berkembang mahupun dalam situasi ekonomi merundum.

Sektor kewangan bukanlah satu sahaja sektor yang dikaji berkaitan dengan syariah. Terdapat juga kajian patuh syariah ke atas sektor pelancongan oleh para penyelidik. Menurut laman sesawang Tourism Malaysia, Kementerian Pelancongan Malaysia menyasarkan sejumlah 36 juta pelancong asing dengan pendapatan RM168 bilion pada tahun 2020. Kementerian berkenaan juga menyasarkan untuk meningkatkan bilangan pelancong dari negara-negara Timur Tengah seperti Arab Saudi, United Arab Emirates (UAE) dan Iran. Oleh yang demikian, wujud keperluan dalam memastikan Malaysia menawarkan produk dan perkhidmatan patuh syariah seperti dalam industri perhotelan dan makanan halal. Penemuan kajian menunjukkan bahawa Malaysia telah mewujudkan perkhidmatan hotel patuh syariah.

Terdapat juga kajian mengenai tanggungjawab sosial korporat (corporate social responsibility) di bank-bank Islam di Indonesia dan Malaysia. Kajian telah dijalankan ke atas Islamic Social Reporting Index sebagai model pengukuran kerja sosial perbankan syariah. Kajian perbandingan dijalankan oleh Hafez Sofyani, Ihyaul, Daniel Syam dan Sri Wahjuni L. bagi membuat perbandingan kerja-kerja sosial dalam perbankan Islam di Indonesia dan Malaysia. Asyraf Wajdi dan Dar (2005) menyatakan bahawa tanggungjawab sosial adalah selari dengan landasan Islam iaitu moral, etika dan tanggungjawab sosial kerana taat kepada Allah. Analisis dilaksanakan dengan menggunakan item aktiviti sosial dalam Laporan Kewangan Tahunan bagi tempoh 2009 hingga 2010. Berdasarkan hasil kajian, mereka mendapati bahawa tanggungjawab sosial korporat (corporate social responsibility) adalah lebih tinggi dalam kalangan perbankan Islam di Malaysia berbanding di Indonesia.

Seterusnya, kajian patuh syariah juga dibuat dalam sektor kesihatan. Kajian oleh Nurhanie Mahjom, Mohammad Alias dan Noor Fadzilah Zulkifli (2011) dalam Critical Success Factors for Bumiputera/Muslim Medical Tourism Provider: Solution for Financing Needs Using Financing Instruments ke atas hospital swasta milik Bumiputera atau orang Islam bertujuan untuk mengukur prestasi kewangan dan fasiliti hospital swasta yang patuh syariah. Berdasarkan kajian, mereka menyatakan bahawa setelah hampir 10 tahun industri pelancongan kesihatan dilancarkan di Malaysia, penyertaan Bumiputera atau orang Islam adalah minimum dan kemudahan hospital patuh syariah agak jauh terkebelakang berbanding hospital swasta yang lain.

Menurut akhbar berita harian (2016), sekumpulan pensyarah Universiti Sains Islam Malaysia (USIM) memperkenalkan Model Penganjuran Pertandingan Sukan dan Peraduan Patuh Syariah yang dilengkapi modul komprehensif berkaitan penganjuran sukan dan peraduan yang selari dengan kehendak Islam. Model itu diperkenalkan bertujuan untuk menjadikan ia sebagai indikator bagi memastikan setiap pertandingan dan peraduan yang dianjurkan adalah mematuhi prinsip syariah. Model Penganjuran Pertandingan Sukan dan Peraduan Patuh Syariah ini terbahagi kepada empat (4) unit utama iaitu konsep sukan dalam Islam; etika pemakaian sukan menurut syarak; garis panduan pertandingan sukan; dan peraduan berasaskan hadiah mengikut piawaian syarak.

Asas-Asas Utama Maqasid Syariah

Para ulama Islam telah menggariskan lima (5) kepentingan yang wajib dijaga oleh pemerintah agar umat Islam mampu bertahan dalam menghadapi segala cabaran. Kepentingan tersebut adalah mengikut keutamaan dalam Maqasid Syariah:

i.Hifz ad-din (Pemeliharaan agama)

Kepentingan memelihara agama dapat difahami melalui konsep Islam sebagai ad-din (Mustafar et al., 2020). Ibn Ashur mendefinisikan Hifz ad-din sebagai menyelamatkan iman setiap individu Islam daripada terlibat dengan apa-apa yang mungkin melemah dan mengelirukan kepercayaannya dan memutarbelitkan tingkah lakunya. Bagi masyarakat secara keseluruhannya, memelihara ad-din bermakna untuk mengelakkan apa-apa yang mungkin melanggar dan memusnahkan asas-asas termasuklah dalam mempertahankan negara dan kedaulatan Islam dan memelihara cara-cara pembelajaran dan pendidikan Islam dalam kalangan generasi masa kini dan masa depan masyarakat Islam (Ibn Ashur, 1998).

Sarjana Islam kontemporari telah mengembangkan dimensi memelihara Maqasid Syariah. Sebagai contoh, Attia menggunakan komponen Maqasid yang berbeza walaupun mengenal pasti cara yang sama memelihara aspek tersebut di tiga (3) peringkat, iaitu daruriyyah, hajiyyah dan tahsiniyyah. Oleh itu, beliau membincangkan pemeliharaan ad-din dari tiga (3) aspek: individu, keluarga dan umat. Bagi individu, beliau menggunakan istilah “al-tadayyun” iaitu takwa, yang boleh dikekalkan melalui usaha individu dalam menggalakkan ketakwaan agama dalam diri seseorang. Beliau mencadangkan bahawa terdapat empat (4) cara (dimensi) pada peringkat daruriyyah yang digunakan untuk memelihara ad-din pada individu: menguatkan akidah, perlaksanaan ibadat yang wajib, merangkumi akhlak yang baik dan melakukan perbuatan-perbuatan yang menunjukkan ketaatan. Al-tadayyun dari aspek keluarga pula bermakna pemeliharaan ketakwaan dalam keluarga, yang dicapai pada tahap hajiyyah, sebagai contoh membuat pilihan yang baik daripada calon-calon yang ada untuk perkahwinan. Bagi aspek umat pula, Attia mendefinisikan ad-din sebagai “pemeliharaan agama dan akhlak”, yang boleh dikekalkan melalui dua (2) cara di tahap daruriyyah (sebagai contoh solat berjemaah) dan dua (2) cara di peringkat hajiyyah pula adalah menegakkan nilai-nilai moral dan menyekat penularan rasuah.

Sebagai pemerintah, menjadi kewajipan untuk meletakkan kepentingan agama di tempat yang teratas. Pemeliharaan akidah umat Islam adalah perkara utama yang patut diberi perhatian agar ketaatan dan ketakwaan kepada Allah SWT dan RasulNya menjadi keutamaan, serta ketaatan kepada pemimpin turut dititikberatkan.

ii.Hifz an-nafs (Pemeliharaan jiwa)

Terdapat beberapa tafsiran hifz an-nafs sebagaimana yang diperuntukkan oleh ulama. Al-Juwaini dan Al-Ghazali dalam Al-Raysuni (2006), misalnya, mentakrifkan hifz al-nafs sebagai pemeliharaan kehidupan manusia melalui undang-undang hukuman (jika berlaku pembunuhan). Dalam usaha untuk menerangkan hifz an-nafs, Al-Shatibi menjelaskan bahawa pemeliharaan hidup boleh dicapai dengan tiga (3) cara iaitu mewujudkan asas kekeluargaan melalui perkahwinan yang sah, memastikan kelangsungan hidup melalui makanan dan minuman yang halal dan suci serta menyediakan pakaian dan tempat.

Menggunakan pandangan para ulama terdahulu dengan konteks yang lebih kontemporari, Chapra (2008) menyatakan bahawa hifz an-nafs melibatkan pencapaian iaitu maruah, persaudaraan dan kesaksamaan sosial, keadilan, peningkatan rohani dan moral, keselamatan hidup, harta dan kehormatan, kebebasan, pendidikan, pemerintahan yang baik, mengurangkan kadar kemiskinan dan memenuhi keperluan pekerjaan dan peluang bekerja sendiri, pengagihan saksama pendapatan dan kekayaan, perkahwinan dan kehidupan keluarga yang stabil, keluarga dan perpaduan sosial dan pengurangan jumlah jenayah serta keamanan dan kestabilan mental. Islam mengharamkan pertumpahan darah dengan jalan yang tidak benar. Apabila nyawa tidak terpelihara maka negara akan menghadapi kemusnahan, manakala ketenteraman dan keamanan pula akan hilang. Hadith Rasulullah SAW yang bermaksud:

"…seseorang Islam itu ialah yang menyelamatkan kaum Muslimin melalui lidah (bicara) dan tangannya (kuasa dan perlakuan), dan orang yang beriman pula ialah orang yang dipercayai oleh orang lain dalam menjamin nyawa dan harta benda mereka…".

(HR Riwayat At-Tirmidzi)

Tambahan lagi, Islam juga begitu menitikberat serta turut memberi perhatian terhadap keselamatan manusia ketika berhadapan dengan situasi yang menjejaskan kehidupan serta mengancam nyawa. Hal yang sama turut terjadi apabila kita dalam situasi yang memudaratkan. Oleh itu agama juga memberi ruang kepada pihak yang berwajib terhadap urusan masyarakat dan negara supaya mengambil langkah-langkah yang tertentu bagi menjamin kemaslahatan bersama (Maskuroh, 2020).

iii.Hifz al-'aql (Pemeliharaan akal)

Pemeliharaan akal telah ditakrifkan oleh ulama Islam bermula dari Al-Juwaini sehingga masa kontemporari dalam pelbagai cara. Walau bagaimanapun, kesemua mereka bersetuju tentang elemen-elemen tertentu berkaitan dengan takrif dan pengertian pemeliharaan akal. Chapra (2008) merujuk kepada Imam Al-Ghazali yang menyatakan bahawa akal adalah mata air sungai, dan ia merupakan titik permulaan dan asas kepada ilmu. Imam Al-Ghazali juga percaya bahawa larangan meminum arak oleh syariah adalah bukti pada keperluan untuk melindungi intelek. Al-Shatibi, sebagai contoh, mentakrifkan pemeliharaan akal termasuk mengelakkannya daripada apa-apa yang akan merosakkan.

Menurut Ibn Ashur, pemeliharaan akal ertinya memberi perlindungan kepada akal manusia dari apa-apa yang akan merosakkan. Beliau juga menghuraikan tentang takrifan ini dengan mengatakan bahawa gangguan kepada akal akan membawa pada kerosakan yang lebih besar kepada masyarakat. Oleh itu, apa-apa kecacatan yang memberi kesan kepada minda seseorang individu membawa kepada rasuah sebahagian daripada masyarakat, manakala kecacatan yang mempengaruhi minda seluruh masyarakat akan membawa kepada jumlah rasuah yang amat buruk dan jahat. Chapra (2008) bersetuju dengan pandangan ini dan beliau menambah dengan memberi penekanan pada iman yang menyediakan hala tuju yang benar kepada akal, kerana akal yang tidak dipandu dengan iman boleh menyebabkan lebih banyak penipuan. Pada masa yang sama, iman memerlukan perkhidmatan akal untuk mengekalkan dinamika untuk bertindak balas terhadap perubahan persekitaran sosioekonomi dan intelektual. Akal wajib dipelihara dan dipupuk dengan nilai-nilai mulia dan ilmu pengetahuan yang bermanfaat. Semua unsur yang menjurus kepada kehilangan dan merosakkan akal serta pemikiran seperti arak, dadah serta filem yang merosakkan, sudah semestinya perlu dibanteras dan dihalang dengan segera.

iv.Hifz an-nasl (Pemeliharaan keturunan)

Konsep hifz an-nasl melibatkan perlindungan dan pemeliharaan keturunan. Ia adalah penting dalam Islam untuk membentuk masyarakat Islam yang sihat, produktif dan berkesan (Ahmad et al., 2021). Selain itu, keinginan untuk mempunyai anak adalah naluri manusia yang sangat kuat. Perkara ini diakui oleh Al-Quran, dimana Allah SWT menyatakan bahawa kekayaan dan keturunan adalah perhiasan dunia ini (Fadel, 2002). Dalam sebuah hadith, Rasulullah SAW menyeru umat untuk berkahwin dan mempunyai anak, dan dia akan berbangga dengannya di akhirat. Dalam Islam, nasl dipelihara oleh perkahwinan yang sah.

Hifz an-nasl menekankan terhadap aspek penjagaan keturunan kerana ia menjamin terpeliharanya nyawa dan tubuh badan (Ahmad et al., 2021). Secara umumnya, undang-undang moral yang ketat dan larangan zina adalah sebahagian daripada aspek kepada pemeliharaan keturunan. Islam tidak hanya mengharamkan zina, tetapi ia juga menggalakkan perkahwinan. Dengan itu, hifz an-nasl dipastikan melalui perkahwinan yang sah dan kelahiran anak dalam perkahwinan tersebut. Dalam Islam, keluarga diatur oleh kaedah-kaedah dan peraturan-peraturan tertentu. Kontrak perkahwinan mempunyai implikasi undang-undang terutama dalam aspek memenuhi hak dan tanggungjawab bersama suami dan isteri berhubung dengan satu sama lain dan kepada anak-anak mereka. Di bawah payung pelindung inilah anak-anak dilahirkan. Dalam Islam, hak kesahihan adalah hak asasi, dan setiap orang mempunyai hak untuk menjadi anak sah taraf ibu (Fadel, 2002).

Tujuan utama perkahwinan adalah untuk memelihara keturunan dan kelangsungan manusia. Tujuan lain termasuk juga semua faedah dimana lelaki dan wanita mendapat hasil, implikasi daripada perkahwinan tersebut seperti faedah emosi, seksual atau materialistik, iaitu cabang-cabang kepada matlamat pokok perkahwinan. Walaupun nasl (keturunan) boleh juga dicapai di luar perkahwinan yang sah, tetapi apa-apa faedah yang didapati daripada perkahwinan yang tidak sah ini ditolak oleh Islam kerana ia akan menyebabkan ketidaktentuan tentang status anak itu. Ia juga akan menjejaskan hak-hak asasi mereka. Oleh itu, hak asasi kanak-kanak dalam Islam di pelbagai peringkat kehidupan mereka, dari perkahwinan yang sah sehinggalah ke tahap tertentu dalam kehidupan mereka, adalah bertujuan untuk memastikan perlindungan keturunan umat Islam. Hak-hak ini termasuk antara lain memilih ibu yang baik untuk mereka, memberi makan, tempat tinggal, pendidikan, asuhan yang betul dan penjagaan kesihatan.

Keturunan wajib dipelihara demi menjaga sistem sosial dalam masyarakat Islam. Apabila keturunan telah rosak dengan sebab menyalahi syariah dan tabi'ie manusia seperti penzinaan, liwat, lesbian, gay, dwiseksual dan sebagainya, maka struktur sosial akan menjadi kacau bilau dan akhirnya akan runtuh jalur keturunan yang suci serta merosakkan maruah agama, bangsa dan negara.

v.Hifz al-mal (Pemeliharaan harta)

Menurut Ibn Ashur untuk hifz al-mal (2006), memelihara harta bermakna melindungi kekayaan masyarakat daripada kehancuran dan dari peralihan harta ke tangan orang lain dengan cara yang tidak sah. Al-Juwaini dan Al-Ghazali dalam Al-Raysuni (2006) menerangkan pemeliharaan ini sebagai perlindungan kepada harta benda rakyat, manakala Al-Shatibi dalam Al-Raysuni (2006) pula menyatakan bahawa ia adalah larangan terhadap ketidakadilan, menafikan hak anak-anak yatim terhadap harta mereka, pembaziran, iri hati, serta memberikan sukatan dan timbangan yang tidak betul.

Chapra (2008) menekankan pentingnya menggalakkan pengagihan pendapatan yang adil dan kekayaan dalam pembangunan dan pengembangan kekayaan. Beliau memberi cadangan berikut bagi mencapai tujuan ini, iaitu kaedah pengagihan zakat, sedekah dan wakaf. Pembangunan ekonomi ini boleh dilakukan melalui: pengukuhan sumber manusia- pendidikan, kemajuan teknologi, etika kerja, dan lain-lain, menggubal dasar-dasar kewangan dan fiskal yang betul untuk mempercepatkan pembangunan, akses kepada modal melalui pembiayaan mikro kepada golongan miskin, serta memberi pekerjaan dan peluang untuk bekerja sendiri. Beliau juga menyatakan bahawa pembangunan dan pengembangan kekayaan boleh dicapai melalui pendidikan, penyelidikan dan peningkatan dalam teknologi dan pengurusan, keselamatan hidup, harta dan kehormatan, tadbir urus yang baik, kebebasan perusahaan dan peluang bekerja sendiri.

Dalam menjaga harta, Islam telah menggariskan prinsipnya iaitu al-adl wal ihsan. Pendekatan Islam amat menitikberatkan soal keadilan dengan mengharamkan segala bentuk penindasan, amalan riba, penipuan, rasuah, monopoli yang tidak seimbang, cetak rompak, menipu hak intelek, manipulasi pasaran dan segala bentuk penyelewengan atau perkara-perkara yang menzalimi dan merugikan pihak lain. Manusia sewajarnya bertanggungjawab menguruskan harta kurniaan-Nya dengan menyampaikan kebaikan yang diperolehi kepada masyarakat seluruhnya. Melalui prinsip inilah lahirnya sistem zakat, sedekah, wakaf dan sebagainya yang mana sistem-sistem tersebut menjadi lambang kesyukuran terhadap Allah serta menjamin kesejahteraan manusia sejagat (Mustafar et al., 2020).

Methodologi

Reka bentuk kajian merupakan perancangan yang dibuat oleh pengkaji untuk melaksanakan sesuatu kajian yang ingin dijalankan (Susan dan Thomas, 2012). Reka bentuk kajian yang digunakan dalam kajian ini adalah deskriptif. Kajian deskriptif dijalankan untuk menentukan dan menerangkan tentang aspek-aspek berhubung persekitaran terhadap individu atau organisasi (Sekaran, 2010). Maka, kajian deskriptif adalah kajian yang dijalankan kepada individu bagi mendapatkan maklumat yang dikehendaki dalam kajian yang dijalankan.

Kaedah pengumpulan data yang digunakan dalam kajian ini adalah melalui borang soal selidik yang telah di adaptasi dengan penambahbaikan merujuk kepada skop dan konteks kajian ini. Menurut Sekaran (2010), bagi memastikan instrumen yang digunakan adalah benar-benar berkesan, pre-test perlu dilakukan bagi menilai dan mengukur kestabilan dan ketepatan item-item dalam soal selidik. Maka analisis bagi dua (2) pembolehubah dalam kajian ini (kefahaman, α=0.80; dan patut syariah, α= 0.82) menunjukkan tahap kebolehpercayaan yang signifikan. Skala Jenis Likert 6 mata digunakan dalam kajian ini bagi mengukur tahap kefahaman dan tahap persepsi belia. Kaedah analisis secara peratusan, kekerapan dan min skor diaplikasikan bagi menjawab persoalan kajian ini. Reka bentuk pensampelan yang digunakan dalam kajian ini adalah pensampelan bertujuan yang terdiri daripada belia muslim di negeri Johor yang berumur antara 15 hingga 30 tahun iaitu seramai 384 sampel.

Dapatan dan Perbincangan

Responden kajian ini adalah dalam lingkungan umur 15 hingga 30 tahun dan dikategorikan kepada empat (4) jenis kategori umur iaitu daripada 23 hingga 26 tahun yang mencatatkan jumlah responden tertinggi (118 orang responden). Lebih daripada 50 peratus (202 orang responden) daripada keseluruhan 384 orang responden adalah perempuan. Daripada jumlah tersebut, sebanyak 213 orang responden (55.4%) merupakan golongan belia yang tidak menerima pendidikan sekolah agama (SAKJ).

Jadual 1: Demografi Responden

Profil		Kekerapan / Peratusan
Jantina	**Lelaki**	**182 (47.3%)**
	Perempuan	**202 (52.6%)**
Umur	**18 tahun dan ke bawah**	**71 (18.4%)**
	19 tahun hingga 22 tahun	**93 (24.2%)**
	23 tahun hingga 26 tahun	**118 (30.7%)**
	27 tahun dan keatas	**102 (26%)**
Memerima pendidikan sekolah agama (SAKJ)	**Ya**	**171 (44.5%)**
	Tidak	**213 (55.4%)**

Hampir separuh daripada responden iaitu 47.6 peratus mempunyai tahap kefahaman yang rendah terhadap konsep Maqasid Syariah. Hanya 62 orang responden sahaja yang mempunyai kefahaman yang tinggi terhadap Maqasid Syariah ini. Dapatan ini menunjukkan bahawa golongan belia masa kini kurang diberikan pendedahan atau kurang mengambil kira dan jelas berkenaan konsep Maqasid Syariah dalam kehidupan seharian. Menurut Wifaq (2016), usaha ke arah memartabatkan Maqasid Syariah dan usaha mengembangkan kempen pemahaman perlu dipertingkatkan agar masyarakat sentiasa hidup di bawah naungan Allah SWT.

Jadual 2: Tahap Kefahaman Maqasid Syariah

Tahap	Kekerapan / Peratusan
Rendah	**183 (47.6%)**
Sederhana	**139 (36.1%)**
Tinggi	**62 (16.15%)**

Jadual 3: Tahap Persepsi Belia terhadap Elemen Patuh Syariah dalam Filem dan Drama di Malaysia

Tahap	Kekerapan / Peratusan				
	Memelihara Jiwa (*Hifz al-Nafs)*	Memelihara Agama (*Hifz al-Din)*	Memelihara Akal *(Hifz al-Aql)*	Memelihara Keturunan *(Hifz al-Nasab)*	Memelihara Harta *(Hifz al-Mal)*
Rendah	**67 (17. 45 %)**	**117 (30.47%)**	**88 (22.92%)**	**39 (10.16%)**	**105 (27.34%)**
Sederhana	**107 (27.86 %)**	**166 (43.23%)**	**144 (37.50%)**	**259 (67.45 %)**	**191 (49.74%)**
Tinggi	**210 (54.69 %)**	**101 (26.30 %)**	**152 (39.58%)**	**124 (32.29%)**	**88 (22.92%)**

Dapatan kajian menunjukkan bahawa terdapat dua (2) elemen patuh syariah yang memberikan nilai persepsi tinggi dalam filem dan drama di Malaysia. Dua (2) elemen tersebut adalah Memelihara Jiwa (54.69%) dan Memelihara Akal (39.5%). Perkara-perkara yang terkandung dalam Memelihara Jiwa meliputi aspek memelihara maruah, persaudaraan dan kesaksamaan sosial, keadilan, keselamatan hidup, harta dan maruah, pemerintahan yang baik, perpaduan sosial dan pengurangan jumlah jenayah serta keamanan dan kestabilan (JAKIM, 2016). Memelihara Akal pula dalam Maqasid Syariah bererti menyuburkan akal dengan menimba ilmu pengetahuan dan melindunginya dari apa-apa yang merosakkan (Zubair et al., 2019). Dapatan ini menunjukkan bahawa mesej daripada kedua-dua elemen tersebut banyak dipertontonkan dalam penceritaan filem dan drama di Malaysia, justeru, responden lebih mudah memahami dan menerima konteks mesej tersebut yang selari dengan realiti dan norma kehidupan semasa.

Elemen Memelihara Agama (43.23%) dan Memelihara Harta (49.74%) memberikan tahap persepsi sederhana pada elemen Maqasid Syariah dalam filem dan drama di Malaysia dan peratusan yang rendah ditunjukkan pada tahap persepsi tinggi bagi kedua–dua elemen tersebut. Konsep Memelihara Agama banyak dipertontonkan dalam filem dan drama yang berunsurkan keagamaan dimana penghayatan dan pengukuhan asas-asas agama disampaikan secara terus dan langsung kepada penonton. Namun, konsep Memelihara Agama perlu lebih luas diterapkan dan diberi penghayatan dalam filem dan drama kerana memelihara agama adalah asas kepada kemaslahatan umat Islam. Di dalam Islam juga, harta perlu dipelihara dengan mengelakkan sebarang cara perolehan yang haram, perlu dilaburkan supaya berlaku pertambahan dan percambahan, tidak boleh dibazirkan atau dibiarkan (Azman et al., 2018). Pengetahuan dan pemahaman berkaitan Memelihara Harta diceritakan dalam konteks yang ringan dalam filem dan drama di Malaysia. Perlindungan dan pemeliharaan harta perlu lebih banyak diterapkan dalam filem dan drama supaya elemen Memelihara Harta terus dijaga dan dipraktikkan dalam pembangunan moral dan sahsiah masyarakat.

Elemen Memelihara Keturunan menunjukkan tahap persepsi adalah di tahap sederhana iaitu sebanyak 67.45 peratus dan diikuti dengan tahap tinggi (32.29%) dan tahap rendah iaitu sebanyak 10.16 peratus. Kandungan filem dan drama yang kurang menyentuh dan menepati elemen Memelihara Keturunan adalah disebabkan kekurangan variasi jalan cerita yang menjadi cita rasa penonton berkaitan elemen ini. Hal ini kerana konsep Memelihara Keturunan melibatkan perlindungan dan pemeliharaan keturunan adalah penting untuk membentuk masyarakat yang sihat, produktif dan berkesan (Zubair et al., 2019).

Cadangan dan Kesimpulan

Hasil kajian yang dijalankan terhadap 348 orang belia muslim di negeri Johor menunjukkan bahawa filem dan drama di Malaysia menepati elemen patuh syariah. Elemen Maqasid syariah seperti Memelihara Agama, Memelihara Harta, Memelihara Jiwa, Memelihara Akal dan Memelihara Keturunan merupakan panduan yang lengkap dalam pembangunan nilai-nilai murni, moral dan sahsiah masyarakat. Berdasarkan pandangan ulama, jelas menunjukkan bahawa Maqasid Syariah merujuk kepada tujuan-tujuan pensyariatan hukum, serta rahsia-rahsia yang terkandung di dalam sesuatu hukum demi memelihara kemaslahatan hidup manusia di dunia dan di akhirat (Zubair et al., 2019). Walau bagaimanapun, tahap kefahaman dan pengetahuan yang rendah terhadap elemen patuh syariah tersebut menyebabkan responden atau belia di Malaysia tidak menyedari dan kurang kesedaran terhadap kepentingan dan mesej yang disampaikan dalam elemen Maqasid Syariah tersebut.

Pembangunan modal insan yang penuh nilai-nilai murni dan etika moral menjadi tunjang kepada kesejahteraan sahsiah masyarakat. Penghayatan nilai murni dengan mempraktikkan agama dalam kehidupan Elemen Maqasid Syariah yang dipraktikkan dalam kehidupan akan dapat membantu dalam pembangunan sahsiah masyarakat dan juga dapat melahirkan modal insan yang mampu menjadi banteng keruntuhan bangsa kepada arus kemodenan dunia. Melalui Maqasid Syariah, penguasaan ilmu pengetahuan dalam masyarakat bukan sekadar untuk mencapai kemajuan bahkan untuk memastikan akal manusia sentiasa terpelihara dan berada pada landasan yang benar (JAKIM, 2019). Islam juga mewajibkan individu untuk menjaga keselamatan diri dan pada masa yang sama melarang keras perbuatan yang boleh mengancam keselamatan nyawa sendiri atau orang lain. (Zubair et all, 2019). Ini dinyatakan dalam firman Allah SWT yang bermaksud

"...hai orang-orang yang beriman, sesungguhnya (meminum) khamar, berjudi, (berkorban untuk) berhala, mengundi nasib dengan panah, adalah termasuk perbuatan syaitan. Maka jauhilah perbuatan-perbuatan itu agar kamu mendapat keberuntungan..."

(Al-Maidah, 5:90)

Islam juga ada menyuruh umatnya menjaga akal serta mencegah segala bentuk penganiayaan terhadapnya. Apabila akal terjaga dengan baik sebagaimana yang disyariatkan oleh Islam, maka kemaslahatan manusia akan tercapai dan kemungkaran serta perbuatan keji dapat dicegah (Abd Wahab et al., 2017).

Industri perfileman dan drama merupakan satu industri yang dekat dengan masyarakat dalam konteks penyampaian informasi dan pembangunan sahsiah diri. Masyarakat menonton filem adalah untuk memenuhi keperluan integratif sosial dan gratifikasi-gratifikasi yang lain seperti emosi, informasi dan hiburan (Haryati Abdul Karim, 2013). Produk filem dan drama yang baik dan berkualiti dapat dilihat dengan elemen yang sarat dengan penyampaian dan penghayatan norma-norma kehidupan serta membawa dan menyampaikan mesej yang baik kepada penonton. Bagi pemain industri filem dan drama, sinergi antara cita rasa dan minat penonton serta penyampaian mesej yang baik mampu mengubah sikap masyarakat ke arah sesuatu yang lebih positif daripada pemikiran yang didapati selepas memnonton sesebuah filem. Oleh yang demikian, penerbit dan pengeluar filem dapat membentuk pemikiran dan minda penonton yang positif dalam penerbitan filem yang berkaitan dengan isu-isu sosial pada masa kini (Low & Wan, 2018).

Tambahan pula, industri perfileman negara juga boleh menjadi satu medan dakwah baharu dengan menyiarkan kandungan yang berpandukan konsep Maqasid Syariah. Daripada perspektif Islam, dakwah boleh dilakukan dengan apa cara sahaja mengikut pembudayaan setempat selagi tidak bertentangan dengan agama (Mohd. Amirul Akhbar, 2011). Selari dengan perkembangan teknologi, media baru ini boleh menjadi salah satu dari kaedah terbaik ke arah tujuan merubah tabiat manusia kepada sesuatu yang lebih baik. (Rahimin Affandi, 2000). Penghayatan nilai-nilai murni dalam setiap elemen Maqasid Syariah yang ditonjolkan dalam filem dan drama mampu memberi impak yang positif kepada pembangunan sosial masyarakat ke arah kehidupan yang lebih baik dan dapat membentuk masyarakat yang sihat produktif. Islam itu sendiri menyuruh umatnya supaya menyeru kepada agama Allah dengan penuh berhikmah dan dengan memberikan tunjuk ajar yang baik (al-Quran, Surah al-Nahl ayat 125).

Maka atas dasar ini, penerapan elemen Maqasid Syariah adalah sangat penting untuk diterapkan bukan sahaja ke dalam proses pembikinan filem dan drama, malahan untuk kehidupan seharian juga bagi melahirkan modal insan yang baik serta positif dalam kalangan golongan belia masa kini. Hal ini secara tidak langsung juga dapat memberikan pendedahan dan impak yang tinggi kepada para penonton filem dan drama.

References

Abd Wahab, N. A., Ab Hamid, N., Man, N. C., & Hashim, S. N. I. (2019). Konsep Hifz Al-'Aql Dalam Aktiviti Pelancongan: Satu Kajian Awal: Concept Of Hifz Al-'Aql In Tourism Activities: An Overview. *Journal of Muwafaqat*, 2(2), 73-92.

Ahmad, N. A., Ab Lateh, A. T., Halim, I. A., & Saidin, A. (2021). Aplikasi Prinsip Maqasid Syariah Dalam Pengurusan Ibadah Korban Pasca Covid 19. Asian People Journal (APJ), 4(1), 187-194.Al-Quran

Amaran, M. A., & Wen, L. M. (2018). Factors of watching Korean Drama Among Youth in Kuching City, Malaysia. *International Journal of Arts and Commerce,* 7(7), 33-48.

Azman Mohd Noor, Muhamad Nasir Haron & Muhammad Nazir Alias (2018), *Kepentingan Memahami Maqasid Syariah Dalam Pembangunan Ekonomi Negara,* Pusat Pengajian Islam UKM

Hasan, A. (2020). Prinsip Asas Tentang Partisipasi Politik Semasa Di Malaysia Berdasarkan Kerangka Maqasid Syariah. *Jurnal Peradaban Islam,* 1-22.

Hassan, F., & Sabli, U. K. S. M. (2018). Islam as a way of life: the representation of Islamic teachings in non-Islamic film. In Retried from: http://conference. kuis. edu. my/pasak3/images/eprosiding1/PASAK3_212 (Vol. 4).

Haryati Abdul Karim. (2015). *Faktor Gratifikasi Dalam Penontonan Filem Dan Kaitannya Dengan Sambutan Audiens.* Dicapai di Http://Www.Ums.Edu.My/Fksw/Images/Files/Faktor Gratifikasidalam Penontoanfilem.Pdf

Hon, L. Y., & Yen, R. L. S. (2019). Assessing Malaysia's creative industry: progress and policies in the case of the film industry. *Creativity Studies*, 12(2), 224-245.

Jabatan Kemajuan Islam Malaysia (2016), *Huraian Aplikasi 5 Prinsip Maqasid Syariah Dalam Tadbir Urus*. Dicapai di Http://Www.Islam.Gov.My/Bahagian-Maqasid-Syariah/1181-Huraian-Aplikasi-5-Prinsip-Maqasid-Syariah-Dalam-Tabir-Urus

Low Jin Lu & Wan Amizah Wan Mahmud (2018) *Persepsi Penonton Di Malaysia Terhadap Filem Yang Memenangi Academy Awards,* Jurnal Wacana Sarjana Jilid 3(2) Sept 2018: 1-14

Manaf, A. M. A. (2018). Dakwah Melalui Media Baru Di Malaysia: Peluang Atau Cabaran?. Al-Hikmah, 10(1), 119-128.

Maskuroh, N. (2020). *Islam Di Singapura*. Media Karya Publishing, Serang- Banten. ISBN 978-623-93199-6-0

Mokhtar, Wifaq (2016), *Kepentingan Memahami Maqasid Syariah Oleh Ahli Fatwa Semasa Dalam Mengeluarkan Fatwa,* JAKIM, Indeks Syariah Malaysia

Mustafar, F. W., Hamdan, M. H. D., Jusoh, N., & Mustafar, S. (2020). Penjagaan Alam Sekitar Menurut Maqasid Syariah Dan Undang-Undang. *Journal of Law and Governance,* 3(1), 96-112.

Rao, M. (2017). Dimsum brings more Korean drama content to Malaysia. Retrieved May 7, 2017, from Marketing Interactive: http://www.marketing-interactive.com/dimsum-brings-more-korean-dramas-to-malaysia/

Zubair Amir Nur Rashid, Nur Mardia Mazri, Mohd Fuad Md Sawari, Nan Noorhidayu Megat Laksamana (2019), *Aplikasi Maqasid Syariah Dalam Sistem Pendidikan Di Malaysia: Pembelajaran Abad Ke-21,* International Journal of Business, Economics and Law, Vol. 18, Issue 6 (April) ISSN2289-1552

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

PANDANGAN ISLAM TENTANG KONSEP TAUBAT: SATU ULASAN

Ahmad Mujahideen Haji Yusoff[1]
Hamidi Ab Ghani[2]

[1] Jabatan Usuluddin, Kolej Islam Antarabangsa Sultan Ismail Petra (KIAS), Nilam Puri, Kota Bharu, Kelantan, Malaysia, (Emel: amy_mujahid@yahoo.co.in)
[2] Jabatan Syariah, Kolej Islam Antarabangsa Sultan Ismail Petra (KIAS), Nilam Puri, Kota Bharu, Kelantan, Malaysia, (Emel: al_humaidi011@yahoo.com)

Abstrak: *Dalam menjalani kehidupan seharian, kita sebagai manusia biasa tidak dapat mengelakkan diri daripada membuat dosa sama ada dalam keadaan sengaja atau tidak. Namun begitu, orang yang paling baik di sisi Allah S.W.T. ialah orang sering bertaubat daripada dosa yang telah dilakukan. Hal ini kerana taubat dapat menyucikan dosa seseorang. Akan tetapi, taubat mempunyai konsepnya yang tertentu. Oleh itu, kajian berbentuk kualitatif ini membincangkan definisi taubat, dalil, hukum dan syaratnya menurut pandangan Islam. Kajian ini merupakan kajian kepustakaan yang melibatkan metode pengumpulan data dan penganalisaan data. Hasil dapatan kajian ini menjelaskan bahawa taubat ialah permohonan ampun dan penyesalan di atas dosa yang telah dilakukan secara ikhlas kerana Allah S.W.T. dan berazam untuk tidak mengulanginya serta meminta halal terhadap hak manusia dengan mengembalikannya kembali. Selain itu, berdasarkan kepada dalil-dalil, hukum taubat adalah wajib dan seharusnya dilakukannya dengan segera berdasarkan kepada syarat-syaratnya. Diharapkan agar kajian ini dapat memberikan penjelasan kepada masyarakat terhadap hukum taubat syaratnya bagi menambahkan lagi kefahaman agar taubat dilakukan dengan meraikan hukum serta syaratnya dan sekaligus diterima oleh Allah S.W.T..*

Kata kunci: *Konsep, Taubat, Islam*

Pengenalan

Setiap tindakan yang melanggar perintah Allah S.W.T. akan dituliskan dosa. Bagi menghapuskan dosa, maka agama Islam mensyariatkan taubat. Menurut Sri Rahayu & Khadijah (2016), taubat menjadi kaedah utama dalam proses penyucian jiwa dalam ajaran Islam bagi mewujudkan hubungan antara manusia dengan Tuhannya. Menurut Osman, Mohd Farid & Raihaniah (2015) menyatakan bahawa upaya melestarikan hubungan manusia dengan Tuhan perlu kepada tindakan berasaskan taubat dalam bentuk spiritual yang didokong oleh peranan fizikal manusia. Rohani yang suci bersih dan telus melahirkan keyakinan akan wujudnya kasih sayang Tuhan serta limpahan kurniaNya yang menjanjikan keselamatan dan kesejahteraan di dunia mahu pun di akhirat. Justeru, kajian ini dilakukan untuk menerangkan konsep taubat menurut pandangan Islam agar dapat difahaminya dengan lebih jelas.

Definisi Taubat

Dari sudut bahasa, Ibn Manzur (2010) menjelaskan bahawa perkataan taubat berasal dari bahasa Arab "taba-yatubu-tauban-taubatan-mataban) yang membawa erti kembali dari maksiat kepada taat. Ibn Faris (2008) menyebut bahawa perkataan taubat mempunyai pelbagai makna, namun kesemuanya membawa maksud kembali. Menurut al-Fayruz Abadi (2012) menjelaskan bahawa taubat bererti kembali kepada Allah S.W.T. daripada dosa, kembali kepada Allah

S.W.T. sahaja, atau kembali mentaati selepas berbuat dosa, atau bermaksud kembali daripada dosa. Noresah (2010) menerangkan bahawa taubat bermaksud kembali kepada Tuhan dengan meninggalkan perkara yang dilarang dan membuat apa-apa yang disuruh, atau berpindah agama kepada agama yang dianggap benar.

Jika dilihat dari sudut makna perkataan taubat, Ibn Manzur (2010) menyatakan bahawa taubat bermaksud merujuk kepada tindakan Allah S.W.T. memberi ampun, menerima, mengembalikan atau kembali ke arah manusia dalam bentuk rahmat dan kasih. Menurut al-Fayyumi (2010) dan Ibn Faris (2008) telah memberikan pengertian taubat Allah S.W.T. ke atas hamba bermaksud Allah S.W.T. telah kembali kepada hambaNya dengan keampunan. Putaran ini adalah peralihan daripada kemurkaan Allah S.W.T. kepada rahmatNya, penolakan kepada penerimaan, atau daripada hukuman kepada keampunan (Sri Rahayu & Khadijah, 2016).

Manakala dari sudut istilah, Abdul Malik (2017) dalam tafsir al-Azhar telah menukilkan pendapat cendekiawan silam tentang maksud taubat iaitu menurut al-Kalbiy, taubat ialah menyesal dalam hati, minta ampunan dengan lidah, berhenti disaat itu juga dari dosa tersebut dan meneguhkan azam tidak hendak mendekat ke sana lagi; menurut Sa'id bin al-Musayyab, taubat ialah menasihati diri kerana telah bersalah dan patuh menuruti nasihat itu dan menurut Sa'id bin Jubair, taubat yang diterima Tuhan hendaknya memenuhi tiga syarat iaitu takut taubatnya tidak akan diterima, mengharap agar diterima dan memulai saat itu memenuhi hidup dengan taat.

Menurut al-Ghazali (2007) menyebut bahawa taubat itu kembali mengikuti jalan yang benar dari jalan sesat yang telah ditempuhinya. Abu Jaib (2011) menyebut bahawa taubat bermaksud penyesalan dan pencabutan dosa maksiat yang dilakukan, berserta azam untuk tidak mengulanginya semula sekalipun berkemampuan melakukannya dan bukan disebabkan rasa takut mendapat mudarat kepada badan dan harta akibat perbuatan maksiat. Menurut al-Qushayri (t.th), taubat ialah meninggalkan dosa dalam segala bentuknya, menyesali dosa yang pernah dilakukan, dan bertekad untuk tidak melakukan dosa lagi. Dalam Kamus Dewan, taubat ialah penyesalan akan dosa (perbuatan jahat dan lain-lain) dan berazam untuk tidak akan berbuat dosa (jahat) lagi atau kembali kepada Tuhan (dengan meninggalkan perbuatan dan lain-lain yang dilarang dan membuat apa-apa yang disuruh) (Noresah, 2010).

Terdapat banyak definisi taubat yang telah dinyatakan dengan pelbagai definisi. Namun begitu, Amal Soleh (1998) telah membuat satu kesimpulan tentang hakikat taubat berdasarkan beberapa definisi ulama iaitu pengetahuan seorang hamba terhadap keburukan dan bahaya dosa, lantas meninggalkan perbuatan dosa itu ikhlas kerana Allah S.W.T., menyesal terhadap dosa silam yang dilakukan secara sengaja atau secara kejahilan, berazam untuk tidak mengulanginya pada masa akan datang, melaksanakan segala perbuatan taat dan baik, meminta halal terhadap hak manusia dengan mengembalikan barang miliknya dan meminta maaf serta pelepasan daripada mereka. Definisi ini boleh dianggap sebagai definisi yang menyeluruh dan meliputi kesalahan yang menyentuh hak Allah S.W.T. dan hak manusia. Ini kerana di samping meninggalkan dosa, amalan soleh hendaklah digandakan dan jika dosa melibatkan hak manusia, mestilah berurusan dengan manusia bahkan tidak memadai dengan keampunan daripada Allah S.W.T. sahaja malah kemaafan daripada manusia diperlukan.

Dalil Pensyariatan Taubat

Terdapat banyak ayat al-Quran dan hadis Nabi S.A.W. yang menjadi dalil tentang pensyariatan taubat, antaranya firman Allah S.W.T. dalam Surah al-Nur ayat 31 yang bermaksud:
"Dan bertaubatlah kamu sekalian kepada Allah wahai orang-orang yang beriman supaya kamu beruntung".

Firman Allah S.W.T. dalam Surah al-Tahrim ayat 8 yang bermaksud:
"Wahai orang-orang yang beriman, bertaubatlah kamu kepada Allah dengan sebenar-benar taubat".

Selain itu, sabda Nabi S.A.W. dalam sebuah hadis sahih yang bermaksud:
"*Wahai sekalian manusia, bertaubatlah kamu kepada Allah kerana sesungguhnya aku bertaubat dalam sehari sebanyak seratus kali"*. (Muslim, 2015).

Sabda Nabi S.A.W. dalam sebuah hadis sahih (Ibn al-Qattan, 2011) yang bermaksud:
"*Semua anak Adam adalah cenderung melakukan kesalahan, dan paling baik orang yang berbuat salah adalah mereka yang bertaubat*". (al-Tirmidhi, 1417H).

Selain dari yang telah dinyatakan di atas, terdapat banyak lagi ayat al-Quran dan hadis Nabi S.A.W. yang menjelaskan tentang taubat. Namun begitu, semua ayat al-Quran dan hadis Nabi S.A.W. menerangkan tentang keperluan dan kepentingan untuk segera bertaubat pada setiap masa kerana sifat manusia yang sering lupa dan berbuat dosa.

Hukum Taubat

Berdasarkan kepada ayat-ayat al-Quran dan hadis-hadis Nabi S.A.W., dapatlah disimpulkan bahawa hukum bertaubat adalah wajib. Sebagai contoh jika diperhatikan pada ayat al-Quran dalam Surah al-Tahrim ayat 8, Allah S.W.T. telah memerintahkan orang-orang yang beriman supaya melakukan taubat nasuha. Perintah Allah S.W.T. dalam ayat al-Quran ini menunjukkan wajibnya perbuatan itu selama mana tidak ada petunjuk lain yang menunjukkan pengertian selainnya (al-Qaradhawi, 1418H).

Al-Nawawi (2010) menyatakan bahawa taubat dari semua dosa adalah wajib. Ianya wajib dilakukan dengan segera sama ada dosa besar ataupun dosa kecil. Taubat termasuk dari tugas yang mesti dilakukan dalam Islam dan merupakan prinsip Islam yang penting. Kewajipannya telah ditentukan oleh syara' (al-Quran dan al-Sunnah).

Selain dari nas al-Quran dan al-Sunnah, ijma' ulama menjadi dalil kewajipan bertaubat bagi seorang mukmin. Al-Qurtubi (2013) menjelaskan bahawa umat Islam sepakat mengatakan bahawa taubat adalah fardhu ke atas setiap orang mukmin. Ibnu Taymiyyah (1425H) ada menerangkan bahawa setiap hamba wajib bertaubat. Kewajipan ini dikenakan ke atas umat yang dahulu dan umat yang akan datang.

Kewajipan Taubat Dengan Segera

Jika taubat adalah wajib bagi setiap orang yang beriman, melaksanakannya dengan segera merupakan kewajipan yang lain pula. Taubat tidak boleh ditangguhkan kerana itu sangat berbahaya bagi hati orang yang beragama. Jika taubat itu tidak dilakukan dengan segera, dibimbangi pengaruh dosa satu persatu akan bertompok di hati sehingga menjadi hitam sebagaimana yang telah disebut dalam sebuah hadis hasan (al-Albani, 2000) yang bermaksud:

"Sesungguhnya seorang hamba apabila melakukan satu dosa akan tertompok di hatinya satu titik hitam, maka apabila dia meninggalkan perbuatan dosa itu dan memohon ampun, maka hatinya kembali bersih dan sekiranya dia kembali mengulangi perbuatan dosanya itu, maka titik hitam itu akan bertambah sehingga menutupi seluruh hatinya (al-Tirmidhi, 1417H).

Menurut Ibn al-Qayyim (2015) menjelaskan bahawa bersegera melakukan taubat dari dosa merupakan kewajipan yang mesti disegerakan dan tidak boleh ditangguhkan. Jika seseorang itu menangguhkan taubatnya, dia sebenarnya menambahkan dosa kerana penangguhan itu. Perkara yang paling bahaya bagi orang yang melakukan maksiat adalah menunda-nundakan taubatnya dengan selalu berkata, nanti saya akan kembali menjadi orang yang benar, saya akan bertaubat, saya akan berhenti dari melakukan dosa tetapi dia tidak melakukannya. Justeru, dikatakan ungkapan "nanti saya akan" merupakan salah satu tentera Iblis. Dikatakan juga majoriti penghuni neraka adalah orang-orang yang selalu berkata "nanti saya akan"(al-Qaradhawi, 1418H).

Syarat Penerimaan Taubat

Menurut al-Qushayri (t.th), taubat secara umumnya ialah meninggalkan dosa dalam segala bentuknya, menyesali dosa yang pernah dilakukan dan bertekad untuk tidak melakukan dosa lagi. Al-Nawawi (2011) menerangkan bahwa taubat itu hendaknya dilakukan dengan mengerjakan syarat-syaratnya yang terdiri dari berhenti dari melakukan maksiat, menyesal atas dosa-dosa yang telah dikerjakan, berjanji dengan bersungguh-sungguh untuk tidak mengulangi berbuat dosa dan dalam hal dosa kepada orang lain, hendaklah ditambah dengan menyelesaikan persoalan dengan orang lain yang bersangkutan.

Dalam hal ini, Muhammad Mutawali al-Sya'rawi (t.th) telah merumuskan syarat penerimaan taubat kepada empat syarat penting iaitu:

i. Menyesal terhadap maksiat yang lalu

Terdapat sebuah hadis sahih (Ahmad, 2013) yang berkaitan dengan syarat ini iaitu hadis tentang "Penyesalan adalah taubat". Penyesalan disebut sebagai taubat kerana ia adalah bahagian yang paling penting dari taubat sebagaimana dalam sebuah hadis (al-Nasaie, 2017) yang dihukumkan sahih (al-Albani, 1998) "Haji adalah Arafah" kerana wukuf di Arafah merupakan rukun haji yang paling penting. Al-Qushayri mengutip pandangan daripada beberapa orang ulama yang mengatakan bahawa penyesalan itu cukup untuk mewujudkan taubat. Dengan wujudnya penyesalan, ia akan menimbulkan dua syarat (rukun) taubat yang lain iaitu keazaman yang kuat dan meninggalkan perbuatan dosa. Adalah mustahil jika seseorang yang telah menyesali atas perbuatan dosa yang telah dilakukan untuk meneruskan dosanya itu atau mempunyai keazaman untuk mengulanginya lagi pada masa hadapan (al-Qaradhawi, 1418H).

ii. Keazaman yang kuat untuk tidak mengulangi perbuatan dosa

Penyesalan berkaitan dengan sesuatu dosa yang telah lepas, sementara keazaman pula berkaitan dengan masa yang akan datang. Keazaman yang dimaksudkan di sini ialah keazaman yang kuat untuk tidak mengulangi perbuatan dosa seperti susu yang tidak mungkin kembali ke puting haiwan setelah diperah. Hal ini semuanya bergantung kepada keinginan dan keazaman orang yang bertaubat itu. Keazaman itu mestilah kuat dan bukan keinginan yang dilandasi oleh keraguan seperti orang yang pada pagi harinya bertaubat, sementara pada petang harinya kembali mengulangi lagi dosa tersebut. Al-Quran telah memuji keazaman yang kuat sebagaimana firman Allah S.W.T. dalam Surah Ali 'Imran ayat 159 yang bermaksud:

"Kemudian apabila kamu telah membulatkan tekad, maka bertawakkallah kepada Allah. Sesungguhnya Allah menyukai orang-orang yang bertawakkal kepadaNya".

Orang yang bertaubat adalah orang yang paling memerlukan keazaman yang kuat sehingga dia mampu untuk menguasai nafsu syahwatnya yang menyebabkan dia tidak lagi mengulangi perbuatan dosanya kali kedua dan itulah cara taubat sebenar yang diterima oleh Allah S.W.T. (Amal Soleh, 1998).

iii. Meninggalkan maksiat yang dilakukan

Sesuatu taubat tidak akan bermakna jika seseorang yang bertaubat itu masih tetap melakukan maksiat yang telah disesalinya dan tidak meninggalkannya. Meninggalkan maksiat itu dianggap sebagai satu amalan kerana dia telah menahan dirinya dari maksiat yang dia inginkan untuk kekal dalam ketaatan kepada Allah S.W.T.. Tidak diragukan lagi bahawa menahan diri itu adalah pekerjaan, gerak tubuh serta jihad di jalan Allah S.W.T.. Firman Allah S.W.T. dalam Surah al-'Ankabut ayat 69 yang bermaksud:

"Dan orang-orang yang berjihad untuk (mencari keredhaan) Kami, benar-benar akan Kami tunjukkan kepada mereka jalan-jalan Kami. Dan sesungguhnya Allah benar-benar berserta orang-orang yang berbuat baik".

iv. Mengembalikan hak manusia

Oleh kerana beratnya pelanggaran hak manusia dan biasanya terjadi diiringi pertengkaran dan permusuhan, maka taubat dari dosa ini dilakukan dengan dua cara iaitu pertamanya dengan mengembalikan hak itu kepada pemiliknya jika orang itu masih hidup atau kepada pewarisnya jika dia telah meninggal dunia. Keduanya adalah dengan meminta maaf atau meminta dihalalkan olehnya setelah dia memberitahunya sekiranya itu adalah hak harta atau penganiayaan ke atas tubuhnya. Sabda Rasulullah S.A.W. dalam sebuah hadis sahih yang bermaksud:

"Sesiapa yang mempunyai (melakukan) kezaliman kepada saudaranya, hendaklah dia membebaskan dirinya daripada kezaliman tersebut (meminta maaf) kerana sesungguhnya (pada hari Kiamat), dinar dan dirham tidak akan memberi manfaat sedikitpun, sebelum amalan kebaikannya diambil untuk saudaranya (bagi menebus kezaliman yang dilakukan). Jika dia tidak mempunyai kebaikan lagi, maka akan diambil kejahatan yang dimiliki saudaranya dan dilemparkan ke atasnya." (al-Bukhari, 2016).

Kesimpulan

Berasaskan kepada apa yang dibahaskan, Allah S.W.T. telah mensyariatkan taubat kepada para hambaNya sebagai metode bagi penyucian diri daripada dosa dan keterlanjuran melanggari perintahNya. Makna utama bagi taubat ialah kembali kepada Allah S.W.T. yang Maha Pengampun dan Maha Penerima Taubat. Berdasarkan kepada dalil-dalil dan pendapat para ulama, hukum bertaubat adalah wajib dan perlu disegerakan agar setiap hamba sentiasa kembali mentaati Allah S.W.T.. Apabila seseorang manusia bertaubat kepada Allah S.W.T., maka dosa-dosanya akan diampunkan. Namun begitu, syarat-syarat penerimaan taubat hendaklah dipenuhi dan dilaksanakan iaitu menyesal terhadap maksiat yang lalu, keazaman yang kuat untuk tidak mengulangi perbuatan dosa, meninggalkan maksiat yang dilakukan dan mengembalikan hak manusia.

Penghargaan

Terima kasih dan sekalung penghargaan diucapkan kepada pihak Kolej Islam Antarabangsa Sultan Ismail Petra (KIAS) di atas dorongan dan kerjasama yang telah diberikan dalam penghasilan artikel ini.

Rujukan

Al-Qur'an al-Karim.

Abdullah, B. (2012). Tafsir Pimpinan Ar-Rahman Kepada Pengertian al-Quran. Kuala Lumpur: Darul Fikir.

Abdul Malik, A. A. (2017). Tafsir Al-Azhar. Batu Caves: PTS Publishing House.

Abu Jaib, S. (2011). Al-Qamus al-Fiqhi. Beirut: Dar al-Siddiq li al-'Ulum.

Ahmad, M. H. (2013). Musnad Ahmad ibn Hanbal. Beirut: Dar al-Qalam. Tahqiq: Shu'ayb al-Arnaut & 'Adil Murshid.

Al-Albani, M. N. (2000). Sahih Sunan al-Tirmidhi. Al-Riyadh: Maktabat al-Ma'arif.

Al-Albani, M. N. (1998). Sahih Sunan al-Nasaie. Al-Riyadh: Maktabat al-Ma'arif.

Al-Bukhari, M. I. (2016). Sahih al-Bukhari. Karachi: Maktabat al-Bushra.

Al-Fayruz Abadi, M. Y. (2012). Al-Qamus al-Muhit. Beirut: Syarikat al-A'lami lil Matbu'at.

Al-Fayyumi, A. M. (2010). Al-Misbah al-Munir. Beirut: Maktabah Lubnan Nashirun.

Al-Ghazali, M. M. (2007). Mau'izat al-Mukminin. Singapura: Pustaka National.

Al-Nasaie, A. S. (2017). Sunan al-Nasaie. Beirut: Muassasat al-Risalah.

Al-Nawawi, Y. S. (2010). Riyadh al-Salihin. Beirut: Dar al-Siddiq.

Al-Nawawi, Y. S. (2011). Al-Minhaj Syarh Sahih Muslim. Beirut: Dar al-Kutub al-'Ilmiyyah.

Al-Qaradhawi, Y. (1418H). Al-Taubah ila Allah. Kaherah: Maktabah Wahbah.

Al-Qurtubi, M. A. (2013). Al-Jami' li Ahkam al-Qur'an. Beirut: Muassasat al-Risalah.

Al-Qushayri, A. A. (t.th). Al-Risalat al-Qushayriyyah fi 'Ilm al-Tasawwuf. Kaherah: Dar al-Kutub al-Hadith.

Al-Sya'rawi, M. M. (t.th). Al-Taubah. Kaherah: Dar al-Taufiqiyyah.

Al-Tirmidhi, M. I. (1417H). Sunan al-Tirmidhi. Al-Riyadh: Maktabat al-Ma'arif.

Amal Soleh, N. (1998). Al-Taubah fi Dhau al-Qur'an al-Karim. Jeddah: Dar al-Andalus al-Khadhra'.

Ibn al-Qattan, A. M. (2011). Bayan al-Wahm wa al-Iham fi Kitab al-Ahkam. Al-Riyadh: Dar Tayyibah.

Ibn Faris, A. Z. (2008). Mu'jam Maqayis al-Lughah. Kaherah: Dar al-Hadith.

Ibn Manzur, M. M. (2010). Lisan al-'Arab. Beirut: Dar Ihya' al-Turath al-'Arabi.

Ibn Qayyim, M. A. (2015). Madarij al-Salikin fi Sharh Manazil al-Sairin. Beirut: Maktabat al-'Asriyyah.

Ibn Taymiyyah, A. A. (1425H). Majmu' al-Fatawa. Al-Riyadh: al-Awqaf al-Sa'udiyyah.

Muslim, H. Q. (2015). Sahih Muslim. Kaherah: Maktabat al-Imam Muslim.

Noresah, B.(2010). Kamus Dewan. Kuala Lumpur: Dewan Bahasa dan Pustaka.

Osman, A. S., Mohd Farid, M. S. & Raihaniah Z., "Konsep Keselamatan dan Kebenaran menurut Islam dan Pluralisme Agama: Analisis Menurut Pandangan Ismail Raji al-Faruqi", Jurnal Intelek 8:1 (2015).

Sri Rahayu, H. D. & Khadijah M. H. "Konsep Taubat Menurut Islam dan Kristian", Jurnal Afkar Vol. 18 Issue 1 (2016).

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

PENGETAHUAN DAN KETERSEDIAAN KOMUNITI SEMASA TEMPOH PERINTAH KAWALAN PERGERAKAN (PKP): KAJIAN KES DI PULAU GAYA, SABAH

COMMUNITY KNOWLEDGE AND PREPAREDNESS DURING THE PERIOD OF MOVEMENT CONTROL ORDER (MCO): A CASE STUDY IN PULAU GAYA, SABAH

Jabil Mapjabil[1]
Rosmiza M.Z.[2]
Mohd. Halipah Jetendra[3]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah, Malaysia
(E-mel: jabil@ums.edu.my)
[2]Program Geografi, Pusat Kajian Pembangunan, Sosial dan Persekitaran, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia
(E-mel: miza@ukm.edu.my)
[3]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah, Malaysia
(E-mel: mohdhalipah@gmail.com)

Abstrak: *Pelaksanaan Perintah Kawalan Pergerakan (PKP) di Malaysia yang bermula pada 18 Mac 2020 kesan penularan pandemik COVID-19 memberikan kesan yang mendalam terutamanya komuniti pulau di negeri Sabah. Persoalannya, pelaksanaan PKP adalah suatu pengalaman yang baharu dalam kalangan komuniti pulau. Sehingga ke hari ini, tiada rekod dokumentasi dan penyelidikan dalam sains soial mengenainya pula masih kurang dan terhad. Untuk itu, kajian ini meneliti tentang tahap pengetahuan dan ketersediaan komuniti pulau semasa tempoh Perintah Kawalan Pergerakan (PKP) dalam menghadapi pandemik COVID-19. Kajian ini menggunakan pendekatan eksplorasi dan evaluatif, iaitu suatu usaha untuk mengeksplorasi respon kumpulan komuniti berkenaan dan sekali gus menilai sama ada mereka tahu, peka dan bersedia untuk menghadapi pandemik ini. Reka bentuk kajian yang digunakan adalah kajian kes iaitu di Kampung Kasuapan, Pulau Gaya di Kota Kinabalu, Sabah dengan penekanan terhadap deskripsi tentang fenomena dan tingkah laku. Kajian ini melibatkan seramai 71 orang responden yang mewakili 4.73% daripada keseluruhan populasi penduduk di kampung berkenaan. Hasil kajian menunjukkan tahap pengetahuan responden berkenaan COVID-19 dan Perintah Kawalan Pergerakan (PKP) merekodkan nilai paling tinggi iaitu sebanyak 98.6 peratus (70 orang). Tahap ketersediaan responden pula umumnya adalah tinggi terutamanya langkah menghadkan aktiviti sosial dengan komuniti pulau dan bersedia untuk duduk di rumah semasa perlaksanaan PKP dengan masing-masing mencatatkan skor min 4.32 yang mewakili tahap 'sangat tinggi'. Hasil kajian ini bermanfaat untuk perancangan dalam pengurusan risiko dalam menangani pandemik di Sabah khususnya dan Malaysia keseluruhannya.*

Kata Kunci: *Pengetahuan, Ketersediaan, Komuniti Pulau, Perintah Kawalan Pergerakan, Pandemik COVID-19*

Abstract: *The implementation of the Movement Control Order (PKP) in Malaysia which started on 18 March 2020 in effect of the COVID-19 pandemic spread had a profound effect, especially on the island community in Sabah. The problem is the implementation of control movement order (MCO) is a new experience among the island community. To date, no social sciences documentation and research which is still lacking and limited. To that end, this study examines the knowledge level and preparedness of island community during the movement control order in facing the COVID-19 pandemic. This study uses exploratory and evaluative approach, which is an effort to explore the response of community group and thus assess whether they know, aware and prepared to face the pandemic. The research design used is a case study at Kampung Kasuapan, Gaya Island in Kota Kinabalu, Sabah with emphasis on descriptions of phenomena and behavior. This study involved a total of 71 respondents representing 4.73% of the total population of the village. The results showed that knowledge level of the respondents regarding COVID-19 and the movement control order (MCO) recorded the highest value of 98.6% (70 people). The preparedness level of respondents is generally high, especially the measure of limiting social activities with the island community and ready to stay at home during the implementation of MCO with each recorded a mean score of 4.32 which represents a level of 'very high'. The results of this study are useful for planning in risk management in dealing with pandemic in Sabah in particular and Malaysia as a whole.*

Keywords: *Knowledge level, preparedness, island community, control movement order, COVID-19 pandemic*

Pengenalan

Pandemik ialah epidemik penyakit berjangkit yang merebak melalui populasi manusia menyeberangi kawasan luas, bukan sahaja merangkumi sesebuah benua, malah boleh merebak di seluruh dunia. Istilah pandemik merujuk kepada wabak yang menyerang dalam skop lebih besar, tidak terhad kepada sesuatu komuniti atau daerah semata-mata, mengancam kawasan yang lebih luas seperti sebuah negeri, negara, benua malah seluruh dunia (World Health Organization, 2020). Di Malaysia, perkembangan awal bagi perebakan virus COVID-19 bermula pada 23 Januari 2020 lalu. Namun begitu, penularan penyakit koronavirus 2019 (COVID-19) di negeri Sabah telah dikesan pada 12 Mac 2020 yang melibatkan seorang lelaki dari Tawau yang merupakan salah satu peserta dalam perhimpunan di Sri Petaling di Kuala Lumpur. Pada 13 April 2020, Jabatan Kesihatan Negeri Sabah mengesahkan bahawa sebanyak 5,007 ujian telah dilakukan dengan penemuan bahawa satu perempat daripada kes koronavirus di Kota Kinabalu adalah kes sporadik (Malaysia, 2020). Di Malaysia, berikutan kesan peningkatan kes jangkitan yang mendadak di seluruh negara, pihak kerajaan memutuskan untuk melaksanakan Perintah Kawalan Pergerakan (PKP) di seluruh negara sejak 18 Mac 2020.

Tinjauan Literatur

Perintah Kawalan Pergerakan (PKP) bermula pada 18 Mac 2020 apabila kerajaan Malaysia secara rasminya melaksanakan langkah PKP (Warta Kerajaan, 2020). Gaim et al. (2020) menegaskan bahawa pelaksanaan dasar dan program oleh pihak kerajaan seperti Perintah Kawalan Pergerakan (PKP, PKPP dan PKPD) terhadap masyarakat di Malaysia sememangnya penting dalam membendung penularan COVID-19 daripada terus merebak dalam kalangan masyarakat. Ini disokong oleh kajian yang dilakukan oleh Badariah et al. (2020) yang menjelaskan bahawa PKP membantu dalam mengurangkan kadar peningkatan wabak COVID-19 iaitu dengan cara rakyat perlu mematuhi peraturan yang telah ditetapkan oleh kerajaan dengan sentiasa menjaga kesihatan dan keselamatan diri. Sehubungan dengan itu, pelbagai usaha kerajaan dalam membendung penularan wabak ini jelas menunjukkan bahawa keprihatinan kerajaan dalam memastikan kehidupan rakyat sentiasa terjamin dengan memberi pelbagai bantuan seperti kewangan, barang keperluan, makanan, perkhidmatan dan sebagainya.

Nor-Ina et al. (2020) menjalankan suatu kajian tinjauan tentang strategi pelaksanaan Perintah Kawalan Pergerakan (PKP) dalam menghadapi pandemik COVID-19 di Malaysia yang bertujuan untuk mengenal pasti segala bentuk langkah yang dilaksanakan oleh pihak Kerajaan Malaysia dalam menghadapi wabak COVID-19. Dalam kajian ini ada dijelaskan tentang peranan Majlis Keselamatan Negara (MKN) dan Kementerian Kesihatan Malaysia (KKM). Fokus kajian ini adalah berkaitan pelaksanan Perintah Kawalan Pergerakan (PKP) mengikut fasa iaitu daripada fasa pertama hingga fasa ketujuh. Sepanjang PKP dijalankan masih terdapat tangkapan terhadap beberapa individu yang melanggar arahan PKP hingga menyebabkan kerajaan mengeluarkan arahan bagi mengenakan tindakan yang lebih tegas pada fasa ketiga PKP.

Di Malaysia, penularan wabak pandemik ini menjejaskan bukan sahaja terhadap aspek kesihatan bahkan turut memberikan impak dalam aspek lain termasuk ekonomi, sosial dan kesejahteraan hidup. Terdapat beberapa kajian yang telah dijalankan dalam menilai kesan wabak pandemik COVID-19 terhadap aspek tersebut. Menurut Mohd Azizan dan Zaimah (2020), seramai 77% daripada responden kajian mengakui kesukaran untuk berkerja dari rumah. Kesukaran yang berlaku disebabkan oleh cabaran dari aspek keterbatasan akses internet, isu komunikasi dengan rakan sekerja, gangguan daripada anak-anak dan kurangnya tumpuan yang khusus disebabkan berkerja di luar kawasan pejabat. Ini menyebabkan terdapat dari kalangan mereka yang kurang produktif dengan kerja yang diarahkan.

Seterusnya, penganjuran aktiviti sosial sepanjang tempoh pandemik COVID-19 terpaksa ditangguh dan dibatalkan serta-merta terutamanya pada awal fasa pelaksanaan perintah kawalan pergerakan dahulu. Ia bertujuan untuk memutuskan rangkaian penularan virus COVID-19 di negara ini. Untuk itu, aktiviti sosial seperti majlis perkahwinan dan kenduri-kendara terpaksa ditangguhkan manakala pengebumian dan majlis tahlil pula hanya melibatkan ahli keluarga terdekat dan solat Jumaat tidak dibenarkan. Seterusnya, aktiviti rekreasi seperti permainan bola tampar dan futsal serta penganjuran gotong-royong turut tidak dibenarkan. Aktiviti sosial yang dihentikan dalam tempoh PKP menyebabkan suasana persekitaran pulau agak lengang (Jabil et al., 2020).

Metodologi dan Kawasan Kajian

Kajian ini menggunakan pendekatan eksplorasi dan evaluatif. Hal ini sejajar dengan isu penularan pandemik COVID-19 yang melanda dunia dan pengalaman baharu bagi penduduk di Malaysia. Penelitian eksplorasi adalah untuk mengetahui tentang sesuatu fenomena baharu yang mungkin belum ada pada penyelidikan yang dilakukan sebelumnya (Bambang, 2018). Evaluatif adalah untuk mengukur keberhasilan suatu program, produk atau kegiatan pembelajaran. Menurut Sri Kantun (2017), evaluatif dilakukan untuk mengambil keputusan dengan membandingkan data atau maklumat yang dikumpulkan terhadap kriteria, standard, atau pemboleh ubah yang digunakan sebagai kayu ukur bagi data yang diperolehi.

Reka bentuk kajian yang digunakan adalah kajian kes iaitu di Kampung Kasuapan, Pulau Gaya di Kota Kinabalu, Sabah dengan penekanan terhadap deskripsi tentang fenomena dan tingkah laku. Penyelidikan ini menggunakan kaedah kuantitatif yang mengukur fenomena yang dikaji secara objektif untuk menghasilkan data numerikal (Othman, 2013). Kajian ini melibatkan seramai 71 orang responden yang mewakili 450 ketua isi rumah di kampung berkenaan. Pengumpulan data melalui pengedaran borang soal selidik dijalankan pada hari dan waktu yang berbeza dalam satu tempoh masa yang ditetapkan bagi mendapatkan ketepatan dan kesahihan terhadap data yang dikumpul. Cara ini memberikan peluang kepada pengkaji untuk meneroka maklumat dengan mendalam.

Pulau Gaya terletak berdekatan dengan bandaraya Kota Kinabalu. Keluasan pulau ini adalah 1,465 hektar dan dihuni oleh lebih 10,000 orang. Pengangkutan utama ke pulau ini adalah bot penambang. Perjalanan menggunakan bot ini mengambil masa sekitar 10 minit sahaja. Majoriti penduduk pulau bekerja sebagai nelayan, bekerja sendiri (sektor tak formal) dan pelbagai sektor perkhidmatan (pasar, restoran, supermarket dan sebagainya) di Kota Kinabalu. Terdapat lima buah kampung di pulau ini, iaitu Kampung Kasuapan (Pasir Putih), Kampung Pulau Gaya, Kampung Pondo, Kampung Lok Urai dan Kampung Lok Malom. Antara kemudahan asas yang terdapat di sini ini adalah bekalan elektrik, balai raya, masjid, tadika, sekolah rendah, sekolah menengah, jambatan awam, gelanggang sepak takraw dan bola tampar, padang bola sepak dan tanah perkuburan (Harhamsah, 2020).

Hasil Kajian dan Perbincangan

Bahagian ini membincangkan hasil kajian tentang penelitian terhadap tahap pengetahuan dan ketersediaan komuniti pulau semasa tempoh perintah kawalan pergerakan (PKP) dalam menghadapi penularan pandemik COVID-19 di Kampung Kasuapan, Pulau Gaya.

Profil Demografik Responden

Hasil kajian menunjukkan majoriti penduduk yang terlibat dalam kajian ini adalah lelaki iaitu sebanyak 63 peratus (45 orang). Daripada segi umur, responden paling ramai adalah dalam lingkungan 41 hingga 50 tahun iaitu sebanyak 30 peratus (21 orang). Status perkahwinan menunjukkan bahawa responden berstatus berkahwin lebih ramai berbanding bujang, duda, janda atau balu iaitu sebanyak 84 peratus (60 orang). Responden berbangsa Bajau Ubian mencatatkan peratusan tertinggi iaitu 93 peratus (66 orang). Seterusnya, responden yang tidak memiliki pendidikan formal mencatatkan bilangan tertinggi iaitu sebanyak 31 peratus yang diwakili oleh 22 orang. Majoriti responden yang dikaji merupakan nelayan iaitu sebanyak 35 peratus atau 25 orang. Secara perbandingan, pendapatan bulanan responden adalah dalam lingkungan RM501 hingga RM1,000 yang mencatatkan peratusan tertinggi iaitu sebanyak 35 peratus (25 orang). Manakala, bilangan isi rumah bagi kebanyakan responden adalah seramai empat hingga enam orang yang diwakili oleh 38 peratus (27 orang).

Pengetahuan Responden terhadap Isu Penyakit Berjangkit, Pandemik COVID-19 dan Perintah Kawalan Pergerakan (PKP)

Hasil kajian menunjukkan pengetahuan responden yang dikaji tentang isu penyakit berjangkit, COVID-19 dan Perintah Kawalan Pergerakan (PKP). Secara keseluruhannya, rata-rata penduduk di Kampung Kasuapan mengetahui tentang penyakit berjangkit, pandemik COVID-19 dan Perintah Kawalan Pergerakan (PKP). Tinjauan mendapati bahawa majoriti responden iaitu sebanyak 62.0 peratus (44 orang) mengetahui tentang kewujudan penyakit berjangkit secara umum, namun kewujudan penyakit berjangkit di Kampung Kasuapan sendiri mencatatkan bahawa kebanyakan responden iaitu sebanyak 64.8 peratus (46 orang) tidak mengetahui tentang kewujudan penyakit berjangkit yang pernah dihidap oleh penduduk di pulau ini. Terdapat 35.2 peratus responden yang memberi pendapat bahawa penyakit berjangkit yang pernah dihidapi oleh penduduk pulau sebelum pandemik COVID-19 ialah batuk kering, cacar, demam, denggi kolera, H1N1 dan malaria. Pengetahuan responden berkenaan COVID-19 dan Perintah Kawalan Pergerakan (PKP) merekodkan nilai paling tinggi iaitu sebanyak 98.6 peratus (70 orang). Pengetahuan tentang COVID-19 itu termasuklah tentang penularan wabak serta kesan yang dihadapi oleh mereka yang menghidapnya manakala PKP pula rata-rata mengetahui tentang kawalan pergerakan (perlu duduk di rumah), aktiviti yang tidak dibenarkan untuk dilakukan dan langkah penguatkuasaan perintah itu di pulau berkenaa. Hal ini banyak dibantu oleh hebahan melalui pelbagai media seperti laporan rasmi tetap harian di televisyen dan radio serta sumber media sosial yang boleh diakses secara mudah melalui telefon bimbit masing-masing. Keberkesanan ini telah dibuktikan oleh kajian yang dilaksanakan oleh Siti Masayu dan Fatimah (2020) yang mendapati bahawa situasi pada masa ini telah melayakkan penggunaan meluas teknologi digital dalam kalangan masyarakat sehingga mampu merancakkan aktiviti urus niaga di antara peniaga dan pengguna masing-masing. Ini menunjukkan bahawa komunikasi digital, media sosial dan telefon bimbit sangat memainkan peranan penting dalam menjalani kehidupan seharian semasa berlakunya pandemik ini. Secara keseluruhannya, tahap pengetahuan responden boleh dikelaskan berada pada tahap ‘satu’ dan tahap ‘dua’ berdasarkan pengkelasan yang dilakukan oleh Renzuli dan Reis (1993) iaitu tahap ‘menyedari tentang sesuatu’ dan tahap ‘mengetahui tentang sesuatu’.

Aspek Ketersediaan Komuniti Pulau dalam Tempoh Perintah Kawalan Pergerakan (PKP)

Bahagian ini meneliti tentang ketersediaan komuniti pulau dalam tempoh Perintah Kawalan Pergerakan (PKP) di Kampung Kasuapan, Pulau Gaya. Jawapan responden adalah berdasarkan skala likert lima mata iaitu tidak setuju (1), kurang setuju (2), sederhana (3), setuju (4), dan sangat setuju (5). Kesemua skala likert ini dirujuk kepada tafsiran skor min yang dikemukakan oleh Alias (1999) iaitu SR ‘sangat rendah’ (1.00 - 1.80), R ‘rendah’ (1.81 - 2.60), S ‘sederhana’ (2.61 - 3.40), T ‘tinggi’ (3.41 - 4.20), ST ‘sangat tinggi’ (4.21 - 5.00). Hasil kajian menunjukkan aspek ketersediaan responden sebagai komuniti pulau dalam tempoh Perintah Kawalan Pergerakan (PKP) yang diukur menggunakan analisis tafisiran skor min. Tahap ketersediaan sebagai komuniti pulau dalam tempoh kawalan pergerakan yang mencatatkan min tertinggi adalah menghadkan aktiviti sosial dengan komuniti pulau semasa pelaksanaan PKP dan bersedia untuk duduk di rumah semasa perlaksanaan PKP. Kedua-dua pernyataan ini mencatatkan nilai skor min yang sama iaitu sebanyak 4.32 yang mewakili tahap ‘sangat tinggi’. Hal ini menunjukkan majoriti responden sangat bersetuju bahawa mereka sangat bersedia untuk tidak bergaul dengan jiran serta tetap duduk di rumah sepanjang Perintah Kawalan Pergerakan dilaksanakan.

Terdapat lima aspek ketersediaan sebagai komuniti pulau dalam tempoh Perintah Kawalan Pergerakan yang merekodkan min dengan skor skala ‘tinggi’, iaitu bersedia memastikan persekolahan anak-anak dari rumah sentiasa berjalan lancar semasa perlaksanaan PKP (3.94), bersedia membuat simpanan barang keperluan asas semasa perlaksanaan PKP (3.87), bersedia dari segi fizikal semasa perlaksanaan PKP (3.73), bersedia memastikan bekalan ubat dan rawatan kesihatan mencukupi semasa perlaksanaan PKP (3.65) dan bersedia untuk tidak melakukan aktiviti ekonomi semasa perlaksanaan PKP (3.46).

Seterusnya, untuk skor min ‘sederhana’ hanya melibatkan ketersediaan komuniti dari segi simpanan kewangan semasa perlaksanaan PKP. Hal ini kerana kebanyakan penduduk terdiri daripada golongan B40 yang mempunyai pendapatan yang hanya mencukupi untuk menampung perbelanjaan harian isi rumah. Ini diburukkan lagi dengan kebanyakan daripada responden hanya dibayar gaji separuh daripada jumlah gaji yang kebiasaannya diterima bahkan ada di antaranya diberhentikan kerja disebabkan penularan wabak ini.

Hasil kajian terhadap pengetahuan dan ketersediaan komuniti pulau adalah relevan kerana hal ini mempengaruhi kesejahteraan komuniti pulau dalam meneruskan kehidupan harian mereka dengan baik, apatah lagi penularan wabak COVID-19 masih berlaku di negara ini. Secara keseluruhannya, pengetahuan komuniti pulau berkenaan penyakit berjangkit, COVID-19 dan Perintah Kawalan Pegerakan dapat dikelaskan pada tahap yang baik iaitu majoriti berada pada tahap 'menyedari tentang sesuatu' dan tahap 'mengetahui tentang sesuatu'. Kajian ini mendapati ketersediaan komuniti pulau dari aspek kesihatan (ditafsirkan dari segi kesediaan dari segi fizikal dan bekalan ubat-ubatan) dan sosial (ditunjukkan melalui skor min tinggi untuk menghadkan aktiviti sosial, sentiasa duduk di rumah dan kerja persekolahan anak-anak di rumah terkawal dan lancar) berada pada tahap yang baik.

Namun begitu, dari aspek ekonomi (seperti ketersediaan untuk tidak melakukan aktiviti ekonomi dan simpanan kewangan sepanjang tempoh PKP) adalah agak membimbangkan kerana tahap ketersediaan responden secara relatifnya adalah rendah. Menurut Jabatan Perangkaan Malaysia (2020), sebanyak 69.7% yang berkerja dalam tempoh kurang daripada setahun hanya mampu bertahan kurang daripada 1 bulan dalam menguruskan simpanan kewangannya. Bagi yang berkerja selama 4 - 10 tahun pula dapat bertahan selama dua bulan dan yang telah berkerja 21 hingga 30 tahun mampu menguruskan kewangan selama empat bulan sewaktu PKP dilaksanakan. Hal ini memberikan kesan kepada ekonomi penduduk. Keadaan ini menimbulkan persoalan sama ada sejauh mana komuniti pada hari ini mampu bertahan untuk meneruskan kehidupan seharian mereka dengan baik dan sejahtera? Ini memandangkan wabak pandemik ini masih terus menular, bahkan sejak akhir-akhir ini, bilangan kes positif mencatatkan peningkatan mendadak terutamanya di negeri Sabah.

Secara umumnya, komuniti di Kampung Kasuapan, Pulau Gaya didapati terjejas dari segi ekonomi sejak penularan wabak COVID-19. Walaupun ada antara mereka yang masih dibenarkan bekerja atau masih dibayar gaji walaupun tidak bekerja, namun, pendapatan yang diperolehi adalah sebahagian daripada gaji asal yang selalunya diterima. Keadaan ini secara tidak langsung memberi kesan terhadap perbelanjaan kerana pendapatan isi rumah turut terjejas sedangkan jumlah tanggungan masih sama. Bukan itu sahaja, kelemahan dari segi ketersediaan secara tidak langsung memberi kesan kepada persiapan yang dilakukan oleh komuniti dalam tempoh Perintah Kawalan Pergerakan dilaksanakan. Ini disokong oleh kajian yang dijalankan oleh Jabil et al. (2020) yang mendapati bahawa perbelanjaan seisi keluarga sepanjang tempoh pandemik COVID-19 ini turut meningkat dengan ketara. Harga barang runcit yang tinggi dan kenaikan harga bot penambang menyebabkan perbelanjaan seisi keluarga meningkat. Ditambah pula, arahan PKP yang dikuat kuasa di perairan sekitar pulau menyebabkan kebanyakan ketua isi rumah kehilangan sumber rezeki bagi menampung perbelanjaan dapur dalam tempoh perintah berkurung tersebut.

Kesimpulan

Perintah Kawalan Pergerakan (PKP) yang dilaksanakan oleh pihak Kerajaan Malaysia adalah suatu inisiatif 'perintah berkurung' yang bertujuan untuk memutuskan rantaian penularan virus COVID-19 di negara ini. Arahan ini ternyata memberikan impak yang signifikan terhadap kesejahteraan komuniti baik dari segi kesihatan, ekonomi mahupun sosial, apatah lagi tempoh pelaksanaannya yang agak panjang. Di Sabah, komuniti pulau adalah antara kumpulan penduduk yang turut terkesan, sementelahan ciri pulau yang umumnya bersaiz kecil, bilangan penduduk yang sedikit, struktur sosioekonomi dam sumber asas yang terhad, kurang membangun, kemudahan prasarana yang terbatas dan ada di antaranya yang terletak di lokasi yang agak terpencil. Sebagai rumusannya, hasil kajian ini bermanfaat untuk perancangan dalam pengurusan risiko dalam menangani pandemik di Sabah khususnya dan Malaysia amnya.

Penghargaan

Penulis ingin merakamkan penghargaan kepada Kementerian Pengajian Tinggi Malaysia dan Universiti Malaysia Sabah kerana membiayai kajian ini di bawah Geran Penyelidikan Skim Dana Khas [SDK0139-2020] yang bertajuk "Implikasi Perintah Kawalan Pergerakan (PKP) Kesan Penularan Pandemik Covid-19 terhadap Kesejahteraan Komuniti Pulau di Negeri Sabah".

Rujukan

Badariah Ab Rahman, Rosazman Hussin, Jabil Mapjabil, Ayesah Uy Abubakar, Nor-Ina Kanyo, Dzurizah Ibrahim, Rizal Othman & Siti Mariam Gulam. (2020). Tinjauan literatur Penyakit berjangkit dan kesan penularan COVID19 kepada golongan B40. *Journal of Islamic, Social, Economics and Development (JISED)*, Vol. 5 (32), October 2020, 37-49.

Bambang Mudjiyanto. (2018). Tipe penelitian eksploratif komunikasi. *Jurnal Studi Komunikasi dan Media*, 22(1).

Bernama. (2020). *COVID-19*. https://www.bernama.com/bm/am/news_covid19.php. Diakses pada 8 November 2020.

Harhamsah Hairal. (2020). *Persepsi Komuniti terhadap Potensi Penyertaan dalam Program Homestay di Pulau Gaya, Kota Kinabalu, Sabah.* Tesis Sarjana (tidak diterbitkan). Fakulti Sains Sosial dan Kemanusiaan, Universiti Malaysia Sabah.

Gaim James Lunkapis, Rosazman Hussin, Colonius Atang, Romzi Ationg & Kursam Ongui. (2020). Potensi Aplikasi Penilaian Impak Sosial Untuk Menilai Dasar Dan Program Kerajaan Semasa Pandemik COVID-19. *Journal of Islamic, Social, Economics and Development (JISED),*Vol. 5 (32), October 2020, 14-25.

Jabatan Perangkaan Malaysia. (2020). *Kajian Impak Perintah Kawalan Pergerakan (PKP) kepada Perbelanjaan Isi Rumah.* Jabatan Perangkaan Malaysia 2020.

Jabil Mapjabil, Nor-ina Kanyo, Rosazman Hussin, Badariah Ab. Rahman, Abentin Estim, Datu Razali Datu Eranza, Abdul Hamid Abdul Rahim & Mohd. Halipah Jetendra. (2020). Implikasi perintah kawalan pergerakan kesan penularan pandemik COVID-19 terhadap kesejahteraan komuniti pulau: Suatu tinjauan literatur. *Journal of Islamic, Social, Economics and Development (JISED),*Vol. 5 (32), October 2020, 108-120.

Malaysian Government. (2020). *Kenyataan Akhbar KPK 13 April 2020 – Situasi Semasa Jangkitan Penyakit Coronavirus 2019 (COVID-19) di Malaysia.* Diakses daripada https://kpkesihatan.com/2020/04/14/kenyataan-akhbar-kpk-14-april-2020-situasi-semasa-jangkitan-penyakit-coronavirus-2019-covid-19-di-malaysia/. Diakses pada 8 November 2020.

Mohd Azizan Mohd Daud & Zaimah Ramli. (2020). *Impak COVID-19 terhadap Pertumbuhan Penduduk Malaysia. Demografi dan Pembangunan Modal Insan.* Universiti Kebangsaan Malaysia.

Nor-Ina Kanyo, Ahmad Tarmizi Abdul Rahman, Jabil Mapjabil, Rosazman Hussin, Suhailah Abdul Muin5, Jashmaira Kipli. (2020). Tinjauan strategi pelaksanaan Perintah Kawalan Pergerakan (PKP) dalam menghadapi pandemik COVID-19 di Malaysia. *Journal of Islamic, Social, Economics and Development (JISED),*Vol. 5 (32), October 2020, 1-13.

Othman Talib. (2013). *Asas Penulisan Tesis Penyelidikan dan Statistik.* Malaysia: Serdang, Universiti Putra Malaysia.

Renzuli, J. S. & Reis, S.M. (1993). Developing creative productivity through the enrichment Triad Model. In Isaksen, S. G, Murdock, M.C., Firestein, R. L. & Treffinger, D.J. (eds.) *Nurturing and Developing Creativity: The Emergence of a Discipline.* New Jersey: Ablex Publishing.

Siti Masayu Rosliah Abdul Rashid & Fatimah Hassan. (2020). Amalan dan penglibatan peniaga kecil melalui perniagaan digital semasa pandemik COVID-19 di Malaysia. *Geografi*, Vol.8(2), 1-20.

Sri Kantun. (2017). *Penelitian Evaluatif Sebagai Salah Satu Model Penelitian Dalam Bidang Pendidikan*. Indonesia: Studi Ekonomi FKIP UNEJ.

Warta Kerajaan. (2020). Tambahan No. 48, Perundangan (B), *Akta Pencegahan danPengawalan Penyakit Berjangkit 1988.* No. 6, Jilid 64.

World Health Organization. (2020). *Coronavirus.* https://www.who.int/health-topics/corona virus#tab=tab. Diakses pada 8 November 2020.

PERCEIVED BARRIER, PERCEIVED BENEFIT AND SELF-EFFICACY FACTORS INFLUENCING PHYSICAL ACTIVITY BEHAVIOUR

Alia Afiqa Ahmad, Nur Sabrina Ulya Saad, Nurin Maisarah Irwan Yadie, Muhammad Asyraf Najmi Azmi & Nor Dalila Marican

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding author: Nor Dalila Marican (dalila.m@umk.edu.my)

***Abstract**: Physical activity is the body movement that increases the use of energy in the body. Furthermore, physical activity can also improve a person's health and prevent chronic diseases such as heart attack, obesity, and others. Nowadays, the community in Malaysia, especially teenagers, do less physical activity due to a lack of awareness and knowledge about the benefits of doing physical activity in daily life. In this study, perceived barriers, perceived benefits, and self-efficacy are used as key points of determinants of physical activity behaviour*

***Keywords**: Wellness, Fitness, Physical Activity, Behaviour*

Introduction

Physical activity is any bodily movement produced by skeletal muscles that uses the energy and that it can characterize by its modality, frequency, intensity, duration and others (David et al., 2018). Through physical activity, people can do the activities with moderate physical activity or vigorous physical activity. Physical activity can benefit the health of the body and reduce chronic diseases such as heart disease, diabetes, stroke, and cancer. Physical activity is not the same as exercise as it improves or maintains one or more physical fitness components. Physical fitness is a person’s achievement, related to a person’s ability to perform physical activity which can improve the quality of life.

The lack of physical activity also can cause teenagers to be obese and 1.9 million overweight aged 18 years old and above. In Malaysia, obesity has increased in ageing the population by year. However, physical activity among adults is decreased, leading to an increase in obesity, which is as much as 39% of adults were overweight and 13% were obese in 2018 (Chan et al., 2018). According to National Health and Morbidity Survey (2019), 74.9% of adults in Malaysia are physically active. Through the research done, the percentage for men is 77.9%, while the percentage for women is 71.8%, which shows that men are more active than women. According to National Health and Morbidity Survey (2015), 5.6 million Malaysians adults are overweight and 3.3 million are obese.

Physical activity is important to everyone because physical activity is an activity that can help in determining the level of good health of a person. Physical activity is an important part of keeping teenagers healthy. It can also improve the quality of life because a person who does physical activity can help the body get enough nutrients and vitamins. A Healthy lifestyle is a person’s behaviour that can affect internal and external health. When a person adopts a healthy lifestyle, it can organize the daily activity by doing various physical activity (Lim et al., 2015). This activity also helps to burn calories in the body

Physical activity can be referred through the Health Belief Model (HBM). This model is very important to identify the factors related to the physical activity behaviour. The Health Belief Model (HBM) have several constructs that predict, perceive, and use to develop effective interventions change about health. The main element of the Health Belief Model can make a person change the behaviour when doing the physical activity because it can get healthy health. The tenacity of this quantitative study was to determine the perceived barrier, perceived benefits and self-efficacy that influenced the physical activity behaviour.

Theoretical Framework

The Health Belief Model is a health theory being used to present a good image of healthcare and show healthcare value. The main component in health-related behaviours that lead to individual actions often depends on the perception of the benefits and barriers associated with health behaviours is the desire to avoid disease or want to be healthy if already ill, and there is a belief that certain health actions will prevent the diseases (Wayne et al., 2019). Besides, it inducing factors include awareness and cultural factors that can affect health expectations (Champion et al., 2008). People will engage in health activities because they believe the situation is serious as a result of perceived severity, believing in taking action will reduce its vulnerability to the situation or its severity, believing in the cost of taking action is greater than its benefits and is always exposed to the factors that drive action (Warner et al., 2014). In addition, understanding a person about exposure to disease be the factor of doing an activity (Thivel et al., 2018).

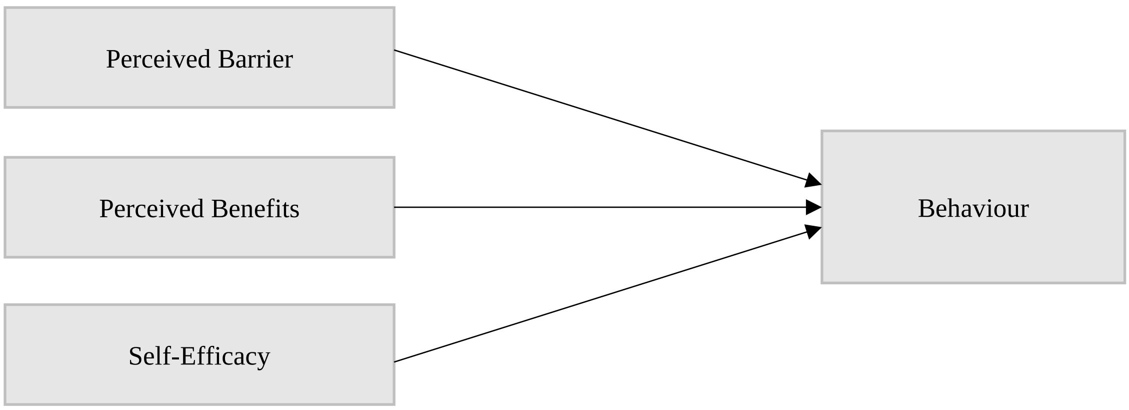


Figure 1: The Health Belief Model

Perceived Barrier

Perceived barrier is an individual estimation of the obstacles level in social life, personal, environmental and economic (Cerin et al., 2010). An individual will feel the obstacles in achieving goal status on the behaviour such as financial costs, phobic reactions, physical barriers, side effects, accessibility factors, and personal characteristics (Cerin et al., 2010). There are two types of perceived barriers which are internal and external perceived barrier. The history of individual, perceptions of the risks or threats that individuals are concerned about, and perceived social support influence beliefs about barriers (Rongen et al., 2014).

Perceived Benefit

Perceived benefit can be defined is an individual effects on the advantages of reducing the threat of illness or disease (Cerin et al., 2010). Perceived benefit is a subjective construct that is the difference for an individual. This can be different because of individual culture and time changes (Sabiote-Ortiz. et al., 2016). The perceived benefit from doing physical activity is a great psychological outlook, can prevent health problems, enhance life, and improve social interaction. (Leung, 2013). One of the strategies that can be done is determining the trends and benchmarks of the level of sports and physical activity among young people to participate in physical activity while maintaining health

Self-Efficacy

Self-efficacy is individual perception of doing something or a task (Baretta, Sartori, Greco, D'Addario, Melen, & Steca, 2019). Self-efficacy is individual expectation and belief in the capabilities to complete an action (McAuley et al., 2011). Every individual can change the perception if they have enough self-efficacy and self-confidence because a high level of self-efficacy will lead to healthy behaviour (Rachmah et al., 2019). Evidence suggests that self-efficacy is the key potential mediator for the effects of physical activity and psychological outcomes (McAuley et al., 2011).

Results

The Role of Perceived Barrier in Influencing Physical Activity Behaviour

Table 1 shows the frequency of responses to questions of the perceived barrier. These questions are answered using the Likert scale method with 5 choices: strongly agree, disagree, neutral, agree, and strongly agree. Eight items have been chosen for this variable which are I have a problem while walking because have to carry many item, I feel tired, I feel ashamed if I do physical activity, I think my body shape does not suit to do physical activity, I have the disease and cannot do physical activity, I don't have extra energy to do physical activity after finishing my work, I do a physical activity based on weather factors as well as I think physical activity is not beneficial to my health.

Table 1: Descriptive Analysis for Perceived Barrier

Perceive barrier	Strongly disagree n (%)	Disagree n (%)	Neutral n (%)	Agree n (%)	Strongly agree n (%)
I have problem when walking because have many item to carry	**56 (22.0)**	**68 (26.7)**	**77 (30.2)**	**39 (15.3)**	**15 (15.9)**
I feel tired	**39 (14.9)**	**52 (20.4)**	**93 (36.5)**	**44 (17.3)**	**28 (11.0)**
I feel ashamed if I do physical activity	**77 (30.2)**	**63 (24.7)**	**63 (24.7)**	**33 (12.9)**	**19 (7.5)**
I think my body shape do not suit to do physical activity	**85 (33.3)**	**58 (22.7)**	**62 (24.3)**	**28 (11.0)**	**22 (8.6)**
I have disease and cannot do physical activity	**125 (49.0)**	**52 (20.4)**	**53 (20.8)**	**13 (5.1)**	**12 (4.7)**

I don't have extra energy to do physical activity after finishing my work	**60 (23.5)**	**74 (29.0)**	**85 (33.3)**	**22 (8.6)**	**14 (5.5)**
I do physical activity based on weather factors	**15 (5.9)**	**29 (11.4)**	**82 (32.2)**	**71 (27.8)**	**58 (22.7)**
I think physical activity is not beneficial to my health	**139 (54.5)**	**44 (17.3)**	**48 (18.8)**	**15 (5.9)**	**9 (3.5)**

There were 77 respondents (30.2%) strongly disagree with the statement of "I feel ashamed if I do physical activity". Most of the individual are embarrassed to do physical activity due to the environmental factors and lack of confidence. An individual should have the self-confidence to do exercise or physical activity and keep the body healthy and energetic. By doing physical activity, it can eliminate the feeling of shame to stay healthy and active. Chaudhury et al., (2016) found that the person-environment fit model points out that health and well-being are outcomes of the optimal match of the person and home environment. Through environmental factors, it can affect a person's daily activities. Based on the result, some respondents feel ashamed do physical activity because some individuals do not know how to start it, especially when in a community area, and it affects the health-related practices of individuals.

Meanwhile, the item of "I think physical activity is not beneficial to my health" shows 139 (54.5%) respondents are strongly disagree and only 9 (3.5%) respondents are strongly agree to that. The interaction of perceived barriers of a personal and social nature is explained by the social-cognitive theory that affects individuals' health-related practices. Most of the teenagers feel physical activity is not beneficial, burdensome, tiredness, and sweating. According to Sampasa et al. (2017), the perceptions of body weight have been identified as strong determinants of physical activity among adolescents because it has shown that dissatisfaction with body weight can act as either a motivator or a barrier to teenager physical activity. Furthermore, based on the results of the respondents, the researcher found that some respondents agreed that physical activity provides benefits to personal health.

The Role of Perceived Benefits in Influencing Physical Activity Behaviour

Table 2 below reveals the frequency of responses to the perceived benefits. This set of questions also use the likert scale as the indicator in answering the questions. The items for descriptive analysis of perceived benefits are physical activity makes me healthy, I feel confident when doing my physical activity, physical activity make me fit, I can reduce my back pain by doing physical activity, physical activity make my weight maintain, I get more energy when I do my physical activity, and I feel better about myself which have the total of 7 items.

Table 2: Descriptive Analysis for Perceived Benefits

Perceive benefit	Strongly disagree n (%)	Disagree n (%)	Neutral n (%)	Agree n (%)	Strongly agree n (%)
Physical activity makes me healthy	**4 (1.6)**	**6 (2.4)**	**43 (16.9)**	**49 (19.2)**	**153 (60.0)**
I feel confident when doing my physical activity	**7 (2.7)**	**15 (5.9)**	**65 (25.5)**	**72 (28.2)**	**96 (37.6)**
Physical activity makes me fit	**6 (2.4)**	**9 (3.5)**	**50 (19.6)**	**63 (24.7)**	**127 (49.8)**
I can reduce my back pain by doing physical activity	**6 (2.4)**	**9 (3.5)**	**91 (35.7)**	**64 (25.1)**	**85 (33.3)**
Physical activity makes my weight maintain	**3 (1.2)**	**14 (5.5)**	**74 (29.0)**	**65 (25.5)**	**99 (38.8)**
I get more energy when I do my physical activity	**5 (2.0)**	**16 (6.3)**	**86 (33.7)**	**68 (26.7)**	**80 (31.4)**
I feel better about myself	**6 (2.4)**	**5 (2.0)**	**68 (26.7)**	**66 (25.9)**	**110 (43.1)**

The highest percentages of respondents which is 153 (60.0%) strongly agree with the statement of “Physical activity makes me healthy”. Physical activity can provide many benefits to the body and is also a way to improve the health of the body. This results was supported by Tremblay (2020) which stated that, by doing an aerobic activity it can improve the physical function. Furthermore, according to Nijs et al., (2011), physical activity is the modifiable behavioural risk factor related to people's quality of life and health. When an individual knows the benefits of doing physical activity, the person will feel healthier and more energetic without any disease problems, and daily life becomes more positive. Besides that, Bozzato et al. (2020) found that a healthy state is reached and supported in the environmentally friendly natural and spiritual social environment by a healthy lifestyle. It is including preventive health the supporting spiritual and corporal clarifications, and also physical exercises of normalization. It can be seen, a healthy lifestyle is a key to be a healthy body which that the person does activity physical can make a healthy lifestyle.

Meanwhile, there were 127 (49.8%) respondents who choose strongly agree to the item of “Physical activity makes me fit”. There are many positive benefits when a person practices physical activity in daily life. For example, an inactive lifestyle contributes to weight gain, leading to various diseases such as obesity. Furthermore, the health benefits of physical activity levels include better blood cholesterol levels, reducing body fat, increasing blood pressure, and keeping the body fit. In the United States, physical activity among youths has increased, and only 27% of high school students adhere to physical activity guidelines. Physical activity includes all movements performed throughout the day, including when resting or while moving from one place to another. Most of the teenagers who do this activity will make the body more fit and energetic in any situation.

The Role of Self-Efficacy in Influencing Physical Activity Behaviour

Table 3 presents the frequency of responses to questions of self-efficacy using the likert scale. Self-efficacy consists of 7 items which are I can do physical activity when I am in a bad mood, I have ability to plan my physical activity, I am motivated about physical activity, I can handle challenge about physical activity, I planned my physical activity schedule, I can do my physical activity even though I have a health problem, and I feel enjoyed when doing my physical activity.

Table 3: Descriptive Analysis for Self-Efficacy

Self-Efficacy	Strongly disagree n (%)	Disagree n (%)	Neutral n (%)	Agree n (%)	Strongly agree n (%)
I can do physical activity when I in bad mood	25 (9.8)	65 (25.5)	99 (38.8)	39 (15.3)	27 (10.6)
I have ability to plan my physical activity	3 (1.2)	27 (10.6)	110 (43.1)	77 (30.2)	38 (14.9)
I am motivated about physical activity	7 (2.7)	18 (7.1)	98 (38.4)	84 (32.9)	48 (18.8)
I can handle challenge about physical activity	5 (2.0)	16 (6.3)	109 (42.7)	83 (32.5)	42 (16.5)
I planned my physical activity schedule	9 (3.5)	28 (11.0)	101 (39.6)	81 (31.8)	36 (14.1)
I can do my physical activity even though I have health problem	25 (9.8)	53 (20.8)	97 (38.0)	46 (18.0)	34 (13.3)
I feel enjoyed when doing my physical activity	6 (2.4)	7 (2.7)	82 (32.2)	61 (23.9)	99 (38.8)

There were 84 respondents (32.9%) agree with the statement of "I am motivated about physical activity". An individual needs to be confident and motivated about physical activity to maintain a healthy lifestyle. This is because individuals who regularly exercise and do physical activities can improve the cardiovascular system, improve thinking ability, and control their emotions. Verloigne et al. (2016) found that the individual who has high self-efficacy will easily motivated about something. A person who practices physical activities in daily life can provide benefits or advantages to the external and internal of the body that can make a person more motivated.

Meanwhile, the item of "I can handle challenge about physical activity" shows 83 (32.5%) respondents are agree and only 5 (2.0%) respondents are strongly disagree to that. Individuals who are physically fit and able to deal with challenges regarding physical activity without having trouble doing so. Nijs et al. (2011) examined self-efficacy to address the challenges regarding physical activity which related to the health behaviours directly and indirectly. Therefore, the effect can be on the goal already set by the individual. For example, for individuals who can cope with challenges, it is to provide a variety of other benefits, including increased strength, flexibility, and endurance and decreased risk of cardiovascular and metabolic syndromes, improved bone health, and improved cognition and mood.

Conclusion

The Health Belief Model contains the elements of perceived barriers, perceived benefits, and self-efficacy. Perceived barriers affected someone behaviour when a person feels that there are some obstacles ahead that preventing from doing physical activities, which caused the opportunity to engage in physical activity decrease and barriers can come from attitudes, motivation, people perception, influence from close people, and environment. Physical behaviour is related to perceived benefits in improving the quality of life where physical activity can strengthen the muscles and heart and prevent individuals from suffering various diseases. Self-efficacy can be defined as a person's self-belief in determining whether can successfully change the lifestyles and behaviours, and people with low self-efficacy will more easily be immersed in the problems and not overcome them. In contrast, people with high self-efficacy are being said to do their best in overcoming the obstacles around them to successfully do physical activity.

References

Baretta, D., Sartori, F., Greco, A., D'Addario, M., Melen, R., & Steca, P. (2019). Improving Physical Activity mHealth Interventions: Development of a Computational Model of Self-Efficacy Theory to Define Adaptive Goals for Exercise Promotion. *Advances in Human-Computer Interaction, 2019*.

Bozzato, P., et al. (2020). "Problematic gambling behaviour in adolescents: prevalence and its relation to social, self-regulatory, and academic self-efficacy." *International Journal of Adolescence and Youth* 25(1): 907-919.

Cerin, E., Leslie, E., Sugiyama, T., & Owen, N. (2010). Perceived barriers to leisure-time physical activity in adults: an ecological perspective. *Journal of physical activity and health*, *7*(4), 451-459.

Champion, V.L., & Skinner, C.S. (2008). The health belief model. *Health behavior and health education: Theory, research, and practice*, *4*, 45-65

Chaudhury, H., Campo, M., Michael, Y., & Mahmood, A. (2016). Neighbourhood environment and physical activity in older adults. Retrieved from http://file:///C:/Users/HP/Desktop/1-s2.0-S0277953615302719-main.pdf

David, T., Angelo, T., Pauline M., G., Shirin, P., Daniel, R., & Martine, D. (2018). Physical Activity, Inactivity, and Sedentary Behaviors: Definitions and Implications in Occupational Health. Physical Activity, Inactivity, and Sedentary Behaviors: Definitions and Implications in Occupational Health.

Lim, C.K., Yusof, M.M., Fauzee, M.S.M., Othman, A.T., Aman, M.S., Elumalai, G., & Ali, H.M. (2015). Examining Sport and Physical Activity Participation, Motivations and Barriers among Young Malaysians. *Asian Social Science*, 12(1): 159.

McAuley, E., Szabo, A., Gothe, N., & Olson, E.A. (2011). Self-efficacy: Implications for Physical Activity, Function, and Functional Limitations in Older Adults. *American journal of lifestyle medicine*, *5*(4).

Nijs, J., Aelbrecht, S., Meeus, M., Van Oosterwijck, J., Zinzen, E., & Clarys, P. (2011). Tired of being inactive: a systematic literature review of physical activity, physiological exercise capacity and muscle strength in patients with chronic fatigue syndrome. *Disability and rehabilitation*, *33*(17-18), 1493-1500

Rachmah, Q., Setyaningtyas, S. W., Rifqi, M.A., Indriani, D., Nindya, T.S., Megatsari, H. & Kriengsinyos, W. (2019). Self-efficacy to engage in physical activity and overcome barriers, sedentary behavior, and their relation to body mass index among elderly Indonesians with diabetes. *Journal of Preventive Medicine and Public Health*, *52*(4), 242.

Rongen, A., Robroek, S.J., van Ginkel, W., Lindeboom, D., Altink, B., & Burdorf, A. (2014). Barriers and facilitators for participation in health promotion programs among employees: a six-month follow-up study. *BMC Public Health*, 14(1)

Sampasa-Kanyinga, H., Hamilton, H.A., Willmore, J., & Chaput, J.P. (2017). Perceptions and attitudes about body weight and adherence to the physical activity recommendation among adolescents: the moderating role of body mass index. *Public Health, 146, 75–83.*

Thivel, D., et al. (2018). Physical activity, inactivity, and sedentary behaviors: definitions and implications in occupational health. *Frontiers in public health* 6: 288.

Tremblay, M.S. (2020). Challenges in global surveillance of physical activity. *The Lancet Child & Adolescent Health* 4(1): 2-3.

Verloigne, M., Cardon, G., De Craemer, M., D'Haese, S., & De Bourdeaudhuij, I. (2016). Mediating effects of self-efficacy, benefits and barriers on the association between peer and parental factors and physical activity among adolescent girls with a lower educational level. *PloS one*, *11*(6)

Warner, L.M., Schüz, B., Wolff, J.K., Parschau, L., Wurm, S., & Schwarzer, R. (2014). Sources of self-efficacy for physical activity. *Health Psychology*, *33*(11), 1298.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

PELANCONGAN GUNUNG DI MALAYSIA: KONSEP DAN ISU PEMBANGUNAN

MOUNTAIN TOURISM IN MALAYSIA: CONCEPTS AND DEVELOPMENT ISSUES

Jabil Mapjabil[1]
Arnold Samih[2]
Colonius Atang[3]

[1]Institut Kajian Orang Asal Borneo (BorIIS), Universiti Malaysia Sabah, Malaysia
(E-mel: jabil@ums.edu.my)
[2]Fakulti Sains Sosial dan Kemanusiaan, Universiti Malaysia Sabah, Malaysia
(E-mel: rnold_gonod@yahoo.com)
[3]Fakulti Sains Sosial dan Kemanusiaan, Universiti Malaysia Sabah, Malaysia
(E-mel: colonius@ums.edu.my)

Abstrak: *Pelancongan merupakan salah satu industri yang besar, pantas berkembang dan menyediakan peluang pekerjaan yang banyak di serata dunia. Kini, banyak negara telah memajukan industri pelancongan sebagai sektor utama penjana pendapatan negara. Di Malaysia, industri pelancongan muncul pada akhir tahun 1960. Kerajaan Malaysia telah membangunkan industri pelancongan untuk memenuhi beberapa objektif seperti meningkatkan pendapatan dalam pertukaran mata wang asing, meningkatkan peluang pekerjaan dan pendapatan rakyat, menggalakkan pembangunan kawasan, mempelbagaikan ekonomi dan meningkatkan hasil kerajaan. Sehingga kini, sektor ini terus menjadi sumber utama tukaran mata wang asing negara. Pelancongan gunung ialah semua aktiviti pelancongan di kawasan pergunungan. Bentuk muka bumi tanah tinggi di kawasan pedalaman Malaysia menjadi faktor utama pembangunan pelancongan gunung negara. Aktiviti pelancongan gunung dapat meningkatkan status ekonomi dan sosial penduduk melalui penyediaan peluang pekerjaan dan pendapatan dalam sektor perkhidmatan, pengukuhan tradisi dan budaya pribumi serta menyediakan aktiviti rekreasi sepanjang tahun. Dalam konteks pelancongan gunung di Malaysia, isu pembangunan kawasan tanah tinggi sebagai kawasan pelancongan telah banyak dikaji. Walau bagaimanapun, istilah pelancongan gunung masih terlalu asing digunakan oleh mana-mana penyelidik tempatan. Sorotan konsep dan teoritikal ini diharap menjadi asas dan rujukan berguna untuk pengkajian lanjutan tentang pelbagai isu berkaitan pelancongan gunung di Malaysia.*

Kata Kunci: Gunung, konsep, pelancongan, pelancongan gunung, teoritikal

Abstract*: Tourism is one of the biggest and fastest growing industries that has created millions of jobs opportunities worldwide. Presently, most countries have increasingly ameliorate their tourism sector to be a major generator of their revenue. In Malaysia, the tourism industry started in the late 1960s. The Malaysian government has expanded its tourism industry as a tool to achieve several objectives namely; to increase its income through foreign currency exchange, to create job opportunities which would provide the sustainability of its people livelihood, to encourage areas of locality to be developed, to create multidimensional economy and thus to enhance the productivity of the country. Up to the present, this sector has still been the major player in the foreign currency exchange department. Mountain tourism is any* *tourism activity which takes place specific to mountain areas. Highlands areas at large in the interior regions of Malaysia primarily project the pace of the development of the mountain tourism. The activities that are encompassed by Mountain Tourism undeniably enhance the socio economies status of the people. Economy wise, this can be achieved through job opportunities and source of income in the service sector and by the provisions of all year long tourism activities. On the other hand, Mountain tourism encourages the preservation and practice of the people's culture and traditions. In Malaysian context, although numerous studies have been conducted on highlands as tourism spots, the term mountain tourism is still foreign to local researchers. It is hope that, this concept and theoretical overview can serve as a foundation and useful reference in further researches pertaining issues of mountain tourism in Malaysia.*

***Keywords**: Mountain, concept, tourism, mountain tourism, theoretical*

Pengenalan

Pelancongan merupakan salah satu industri yang berkembang paling pantas di dunia. Seiring dengan kepesatan pembangunan dan penyelidikan terhadap pelancongan alternatif pada awal tahun 1990-an, beberapa tarikan pelancongan minat khas mula berkembang di seluruh dunia. Kesedaran terhadap alam sekitar di peringkat global mendorong kepada kemunculan beberapa konsep pelancongan seperti ekopelancongan, pelancongan lestari, pelancongan tanah tinggi, pelancongan pulau dan pelancongan marin (Jabil, 2014). Sehubungan dengan itu, muncul beberapa sub pelancongan yang dianggap sebagai pemangkin ekonomi kepada sesebuah negara antaranya pelancongan gunung. Menurut UNEP (2007), kawasan pergunungan merupakan destinasi pelancongan kedua popular selepas pantai dan kepulauan dengan menjana 15 - 20 peratus daripada jumlah pendapatan pelancongan global tahunan, atau US$70-90 bilion setahun. Pelancongan gunung merupakan salah satu segmen pelancongan alternatif yang mempunyai kelompok pengkaji dan pengamalnya sendiri. Dalam beberapa literatur di peringkat antarabangsa, banyak kajian berkaitan pelancongan gunung (Pickering & Hill, 2007; Fredman, 2008). Walau bagaimanapun, dalam konteks Malaysia, penggunaan istilah pelancongan gunung masih terlalu asing digunakan dalam mana-mana kajian sebelumnya. Kebanyakan sarjana tempatan menggunakan istilah pelancongan tanah tinggi dalam kajian mereka (Hanifah, 2014; Wan Suzita, 2016; Toh et al., 2012). Dengan wujudnya bentuk muka bumi yang unik dan bergunung-ganang di kawasan pedalaman, Malaysia mempunyai potensi besar untuk membangunkan pelancongan gunung yang terkemuka di peringkat antarabangsa.

Konsep Pelancongan Gunung

Secara umumnya, pelancongan merujuk kepada seseorang atau sekumpulan individu yang keluar dari tempat kediaman asal buat sementara waktu untuk pelbagai tujuan (Jabil, 2014). Mereka ini terdiri daripada pelancong antarabangsa yang menetap sekurang-kurangnya 24 jam dan pelancong domestik yang meninggalkan tempat kediamannya buat sementara waktu dalam tempoh kurang daripada 24 jam (WTO, 1981). Salah satu contoh destinasi yang dituju adalah kawasan pergunungan.

Zon pergunungan merangkumi hampir 24 peratus daripada keseluruhan permukaan tanah, meliputi setiap benua yang melibatkan 139 buah negara dan dalam semua jenis ekosistem utama dunia dari kawasan gurun panas, hutan tropika sehinggalah ke kawasan yang diliputi ais (Keller, 2014). Semua kawasan pergunungan mempunyai satu kesamaan ciri-ciri utama iaitu perubahan drastik iklim, jenis tumbuhan dan tanih pada setiap ketinggian dalam jarak yang sangat dekat (UNEP, 2007). Keadaan ini membawa kepada perbezaan dramatik terhadap habitat dan kepelbagaian biodiversiti yang tinggi. Oleh kerana kepelbagaian keadaan ini, sukar untuk membangunkan definisi standard gunung. Misalnya, UNEP (2007) sekadar mentakrifkan gunung sebagai bentuk muka bumi yang mempunyai ketinggian lebih daripada 300 meter atau 984 kaki dari paras laut. Sementara itu, Jabatan Perancangan Bandar dan Desa Semenanjung Malaysia (2009), mentakrifkan gunung sebagai tanah-tanah yang mempunyai kedudukan lebih dari 1,000 meter dari paras muka laut. Keunikan, keindahan alam sekitar, khazanah tinggalan sejarah, iklim yang sejuk dan habitat flora serta fauna menjadi punca utama kawasan pergunungan berpotensi sebagai destinasi pelancongan utama pada masa ini.

Pelancongan gunung adalah sejenis aktiviti pelancongan yang berlaku dalam satu definisi dan ruang geografi yang terhad seperti bukit atau gunung dengan beberapa ciri dan sifat tersendiri seperti landskap, topografi, iklim, biodiversiti (flora dan fauna) dan komuniti setempat (WTO, 2013). Pelancongan gunung biasanya dikaitkan dengan apa sahaja aktiviti pelancongan yang berlaku di kawasan pergunungan. Ia merupakan fenomena pelbagai aspek yang dapat meningkatkan status ekonomi penduduk di kawasan pergunungan melalui penyediaan peluang pekerjaan dan pendapatan dalam sektor perkhidmatan, pengukuhan tradisi dan budaya peribumi serta menyediakan aktiviti rekreasi sepanjang tahun seperti sukan salji, mendaki, aktiviti berbasikal, pelancongan kebudayaan dan ziarah (Godde et al., 2000). Ringkasnya, pelancongan gunung melibatkan perjalanan seseorang ataupun sekumpulan individu keluar daripada rumah untuk masa yang singkat tetapi tidak kurang daripada 24 jam ke kawasan pergunungan atas pelbagai tujuan dan niat.

Lokasi aktiviti pelancongan gunung yang utama di Malaysia terletak di 19 kawasan banjaran gunung di Semenanjung Malaysia, Sabah dan Sarawak. Jabil dan Mohd. Khairuddin (2010) membahagikan pola pelancongan tanah tinggi di Malaysia kepada tiga kawasan iaitu zon utara Semenanjung Malaysia, zon tengah Semenanjung Malaysia dan zon Malaysia Timur. Terdapat empat kawasan pelancongan tanah tinggi di zon utara Semenanjung Malaysia iaitu Gunung Mat Chincang dan Gunung Jerai di Kedah, Bukit Bendera di Pulau Pinang dan Bukit Larut di Taiping, Perak. Zon tengah Semenanjung Malaysia turut mempunyai empat kawasan pelancongan utama iaitu Cameron Highlands, Bukit Fraser, Bukit Tinggi dan Genting Highlands yang semuanya terletak di negeri Pahang. Manakala pelancongan gunung bagi zon Malaysia Timur ialah Taman Negara Mulu (Gunung Mulu) di Sarawak, Taman Negara Kinabalu (Gunung Kinabalu) dan Banjaran Trusmadi (Gunung Trusmadi) di Sabah.

Isu Pembangunan Pelancongan Gunung di Malaysia

Pada tahun 1970, kerajaan Malaysia mula membangunkan industri pelancongan untuk memenuhi beberapa objektif seperti peningkatan pendapatan dalam pertukaran mata wang asing, meningkatkan peluang pekerjaan dan pendapatan, menggalakkan pembangunan kawasan, mempelbagaikan ekonomi dan meningkatkan hasil kerajaan (Ghazali, 2000). Pembangunan pelancongan di kawasan pergunungan turut diiktiraf sebagai salah satu strategi paling efisien dalam usaha meningkatkan taraf hidup komuniti kawasan pedalaman dan terpencil.

Sejak kebelakangan ini, isu tentang gunung telah menjadi fokus utama dalam dasar polisi banyak agensi tempatan, antarabangsa dan kerajaan (Godde et al., 2000). Atas usaha untuk meningkatkan kesedaran sejagat tentang isu-isu pergunungan dan pelancongan, tahun 2002 diisytiharkan sebagai Tahun Pergunungan Antarabangsa dan Tahun Ekopelancongan Antarabangsa. Di Malaysia, pembangunan dan kajian tentang pelancongan gunung masih dianggap baharu dan semakin mendapat perhatian sejak lebih sedekad yang lalu. Sebelum konsep pelancongan gunung popular, kebanyakan aktiviti berkaitan dengannya seperti mendaki, kembara gunung dan aktiviti rekreasi dikaitkan dengan pelancongan luar bandar, ekopelancongan dan pelancongan tanah tinggi.

Kejadian gempa bumi di Kundasang, Sabah pada 5 Jun 2015 berkekuatan 5.9 pada skala Richter yang menyebabkan 18 orang pendaki terkorban di Gunung Kinabalu dan kejayaan penganjuran secara tahunan kejohanan *Mount Kinabalu International Climbathon* (MKIC) sejak kali pertama pada tahun 1987 telah melonjakkan ikon pelancongan gunung di Malaysia. Kejohanan MKIC di Taman Kinabalu telah dipilih sebagai salah satu daripada lokasi kejohanan *Skyrunner World Series*, iaitu acara sukan larian gunung terunggul di dunia. Kejohanan MKIC merupakan satu-satunya acara *skyrunning* yang berlangsung di luar benua eropah (Balvinder, 2014).

Dengan kata lain, pelancongan gunung di Malaysia semakin mendapat tempat dalam kalangan penggemar aktiviti pelancongan di kawasan tanah tinggi. Terdapat banyak lokasi yang terkenal dengan pelbagai aktiviti pelancongan gunung di Malaysia. Kawasan pergunungan di Malaysia menarik kedatangan pelancong tempatan dan pelancong asing disebabkan pemandangan tanah tinggi negara yang menakjubkan selain menawarkan aktiviti mendaki puncak gunung yang mencabar. Prospek pelancongan gunung dalam konteks ekonomi negara adalah tinggi dan terbuka luas. Secara umumnya, terdapat beberapa aktiviti yang berkaitan dengan pembangunan pelancongan gunung di Malaysia seperti berikut;

- Kejohanan *Mount Kinabalu International Climbathon* menerima penyertaan lebih dari 40 negara sejak pertama kali dianjurkan pada tahun 1987.
- Di Gunung Kinabalu sahaja, terdapat 250 orang berkerja sebagai malim gunung, 50 orang porter dan 40 orang pasukan Pencari dan Penyelamat (MoSAR).
- Kemasukan seramai 692,746 orang pelancong pada tahun 2008 meningkat kepada 1,050,000 orang pelancong pada tahun 2015 di Cameron Highlands.
- Lebih 90 puncak gunung menjadi destinasi pelancongan gunung di seluruh Malaysia.
- Malaysia mempunyai garis panduan perancangan pembangunan yang jelas untuk merancang dan mengawal aktiviti pembangunan di kawasan tanah berbukit, tanah tinggi, lereng bukit dan puncak bukit serta kawasan sekitarnya.
- Lebih 70 permis penginapan (hotel, *homestay*, dan lain-lain jenis penginapan) beroperasi di sekitar Taman Negara Kinabalu, Kundasang, Sabah.

Kesimpulan

Pelancongan gunung adalah salah satu daya tarikan pelancong minat khas yang utama ke Malaysia. Keberkesanan penyampaian informasi pelancongan gunung di Malaysia perlu dipertingkatkan sejajar dengan potensi bentuk muka bumi tanah tinggi yang menarik di negara ini. Dalam konteks pembangunan pelancongan gunung di Malaysia, isu pembangunan kawasan tanah tinggi dalam bidang pelancongan telah pun banyak dikaji. Bagaimanapun, penelitian kajian lepas melalui pelbagai medium mendapati istilah pelancongan gunung masih terlalu asing digunakan oleh sarjana tempatan dalam konteks pelancongan di Malaysia. Oleh itu, adalah diharapkan konsep pelancongan gunung yang diperjelaskan dalam tinjauan konseptual ini boleh dijadikan asas dan panduan berguna kepada mereka yang ingin membuat penyelidikan tentang pelancongan gunung.

Rujukan

Balvinder Kaur Kler. (2014). Profil dan peranan pemegang taruh dalam kejayaan penganjuran Mount Kinabalu International Climbaton. Dalam Jabil Mapjabil (ed.). *Pelancongan Sukan: Konsep dan Kajian Kes*. Penerbit UTHAM, Batu Pahat, Johor.

Fredman, P. (2008). Determinants of visitor expenditures in mountain tourism. *Tourism Economics*, 14(2), 297-311.

Ghazali Musa. (2000). Tourism in Malaysia. In Michael Hall & Stephen Page (Eds.), *Tourism in South and South East Asia: Issues and cases* (pp.144-156). Butterworth- Heinemann, Auckland.

Godde, P. M., Price, M. F. & Zimmermann, F. M. (2000). *Tourism and Development in Mountain Regions*. CABI Publishing, United Kingdom.

Hanifah Abd Talib. (2014). Potensi Cameron Highlands sebagai destinasi ekopelancongan. *Hutan pergunungan Cameron Highlands: Pengurusan, persekitaran fizikal dan kepelbagaian biologi*,17-22.

Jabatan Perancangan Bandar dan Desa Semenanjung Malaysia. (2009). *Garis Panduan Perancangan Pembangunan di Kawasan Bukit dan Tanah Tinggi*. Kementerian Perumahan dan Kerajaan Tempatan.

Jabil Mapjabil. (2014). *Pelancongan Sukan: Konsep dan Kajian Kes*. Penerbit UTHM, Batu Pahat, Johor.

Jabil Mapjabil & Mohd. Khairuddin Mohad Sallehuddin. (2010). Pelancongan tanah tinggi di Malaysia: Potensi dan prospek. Dalam Yazed Salleh, Fauziah Ceh Leh, Mazdi Marzuki (eds.). *Isu-isu Semasa Alam Sekitar di Malaysia*. Penerbit Universiti Pendidikan Sultan Idris, Tanjong Malim, Perak.

Keller, P. (2014). Mountainlikers: New trends of mountain tourism for the summer season. *8th World Congress on Snow and Mountain Tourism.* Andorra-la-Vella, Principality of Andorra, 9–10 April 2014.

Toh Pei Sung, Awangku Hassanal Bahar Pengiran Bagul, Justin Sentian & Ramzah Dambul. (2012). Developing and promoting a highland community livelihood for sustainable tourism: The case of Kg. Bundutuhan, Ranau, Sabah. *Geografia OnlineTM Malaysia Journal of Society and Space*, 8(5), 94-99.

UNEP. (2007). *Tourism and Mountains A Practical Guide to Managing the Environmental and Social Impacts of Mountain Tours*. United Nations Environment Programme, Paris.

Wan Suzita Wan Ibrahim, Habibah Ahmad & Hamzah Jusoh. (2016). Tanah tinggi sebagai destinasi utama pelancongan wilayah: Potensi dan cabaran. *GEOGRAFIA OnlineTM Malaysia Journal of Society and Space*, 12(14): 97-112.

WTO. (1981). *Guidelines for the Collection and Presentation of Domestic and International Tourism Statistics*. Madrid, Spain: Author.

WTO. (2013). *UNWTO Tourism Highlights: 2013 Edition*. UNWTO, Madrid.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

PROPOSING A RESEARCH MODEL OF DESTINATION LOYALTY: THE CASE OF GASTRONOMIC TOURISM IN MALAYSIA

Muhamad Nasyat Muhamad Nasir[1]*, Marlisa Abdul Rahim[2], Suchi Hassan[3]

[1,2,3] Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan (UMK), City Campus Pengkalan Chepa, 16100 Kota Bharu, Kelantan, Malaysia.
[1]nasyat.mn@umk.edu.my, [2]marlisa@umk.edu.my, [3]suchi.h@umk.edu.my
*Corresponding Author E-mail: [1]nasyat.mn@umk.edu.my

Abstract: *The number of international tourist arrivals and receipts in Malaysia show an unstable movement and decreasing pattern from year 2010 to 2019. However, Malaysia is resided with multi-racial residents, which makes it rich with gastronomic resources. Hence, this study intends to propose a new research framework to enhance destination loyalty among tourists for gastronomic tourism. This framework comprises three latent constructs: food-related motivation, food satisfaction and destination loyalty. This model is proposed to be tested among international tourists visiting Malaysia. Therefore, three direct effects and one indirect effect are proposed in this study.*

Keywords: *Gastronomic Tourism, Food-related Motivation, Food Satisfaction and Destination Loyalty*

Introduction

Lee (2015) claimed that gastronomic tourism is a journey to a specific destination that is rich with gastronomic resources to gain recreational experiences or have entertainment purposes such as taking a trip to primary or secondary manufacturers of food products, gastronomical festivals, fairs, events, food tastings, cooking demonstrations, or any activity related to food and nutrition. However, **gastronomy is not just about foods, but it also** reflects the heritage and traditions of people in a certain community (UNWTO, 2021). As supported by Sandybayev (2019) claimed that culinary pleasures are one of the best ways to comprehend and appreciate the culture of a particular community or nation. Hence, food is also considered an integral component of the tourism sector since most destinations use it as advertisement and marketing campaigns.

Malaysia is among the popular countries in Asia and the Asia Pacific to be visited by foreign tourists (Nasir et al., 2021). However, from 2010 to 2019, the international tourist arrivals and receipts indicate an unstable movement and decreasing pattern (Tourism Malaysia, 2021). However, Malaysia is blessed with multicultural citizens such as Malays, Chinese, Indians and several other ethnics groups. Hence, Malaysia should take this advantage to emphasise its gastronomic tourism to capture more international tourists to visit this country. Furthermore, foreign tourists would appreciate the heritage and traditions of people in Malaysia by tasting cuisines served by the locals. This is to ensure the foreign tourists loyal to Malaysia's tourist destinations since tourist destinations' success depends on tourist loyalty to the destination (Alrawadieh et al., 2019). A high level of destination loyalty among tourists would increase tourist arrivals and receipts since loyal tourists would repeat visits to the destination and recommend other potential tourists (Mohamad et al., 2019). Hence, it is important to identify the predicting factors that could enhance the level of loyalty among tourists. In the context of gastronomic tourism, two constructs were found to be the predictor of destination loyalty, namely food-related motivation (Levitt et al., 2017) and food satisfaction (Chen and Huang, 2019).

Therefore, this study would like to propose a research model comprising of food-related motivation, food satisfaction and destination loyalty among international tourists visiting Malaysia for gastronomic tourism. Proposing this model is crucial since limited studies emphasise specifically gastronomic tourism among international tourists visiting Malaysia.

Literature review

Destination Loyalty

The concept of destination loyalty refers to tourists' obvious preference for the destination and their commitment to participate in activities held at that particular destination (Deng and Tang, 2020). Based on this definition, tourists prefer a certain destination because they offer tasty and unique cuisine during their visit. On top of that, they are actively involved in activities held in certain destinations because tourists gain valuable experience participating in activities like food preparation and food festivals. They would know the types of local food available in certain destinations and the ingredients required to prepare foods.

Normally, destination loyalty comprises attitudinal and behavioural loyalty, whereby behavioural approach entails obtaining a tourism product or service or a repeated manner among tourists (Lacap, 2019). On the other hand, attitudinal loyalty is reflected when the tourists hold a positive attitude and intend to suggest to the potential tourists. Therefore, it is crucial to maintain tourist loyalty because it determines the success of the destination.

Food Related Motivation

There are many reasons travellers or tourists visit one particular destination. Basically, tourists visit a destination because of motivation. Gurbaskan Akyuz (2019) claimed that food is one of the main considerations and motivations for tourists to select destinations to travel. As supported by Ji et al. (2016) claimed that consumption of food had been one of the many activities of tourists travelling to a certain destination. In addition, the tourist's exposure towards travel shows, magazines, and the like, have initiated various motivations for them to travel to the destination, including local food of a particular destination which may intensify their interest in local cuisines and stimulate their motivation to experience local dishes (Tasi, 2016). Tourists with high motivation in food in one particular destination tend to demonstrate the highest intentions to consume local cuisine, and the visitors exhibit the greatest positive attitudes towards local cuisines (Levitt et al., 2017). In addition, the study by Chen and Huang (2019) found that the food-related motivation of Chinese visitors is an insignificant factor of destination loyalty. Further to this, Agyeiwaah et al. (2019) claimed that tourist motivation directly affects culinary satisfaction.

Based on this background. These study proposes two hypotheses:
H1a: Food-related motivation has a significant positive effect on destination loyalty.
H1b: Food-related motivation has a significant positive effect on food satisfaction.

Food Satisfaction

The pleasurable feeling of tourists experienced after visiting the destination is a form of satisfaction (Khan et al., 2013). Lacap (2019) claimed that satisfaction is related to a visitor's favourable response towards their tourism experience in a food destination in the context of food tourism. Tourism experience in a food destination includes food consumption and participating in food events. Several studies (Xu & Zhang, 2016; Lin & Kuo, 2016; Masa'deh et al., 2017) found that satisfaction is positively affected destination loyalty. Most importantly, Chen and Huang (2019) study claimed that food satisfaction among tourists in China positively affected destination loyalty.

Based on the previous studies, a very limited number of studies examine the mediating effect of tourist satisfaction on the other tourism constructs. The study by Namkung and Jang (2007) tested how the food quality construct impacts customer satisfaction and behavioural intentions. Therefore, two more hypotheses are proposed:

H2: Food satisfaction has a significant positive effect on destination loyalty
H3: Food satisfaction mediates the relationship between food-related motivation and destination loyalty.

Based on the proposed hypotheses above, the present study develops a research framework as in Figure 1.

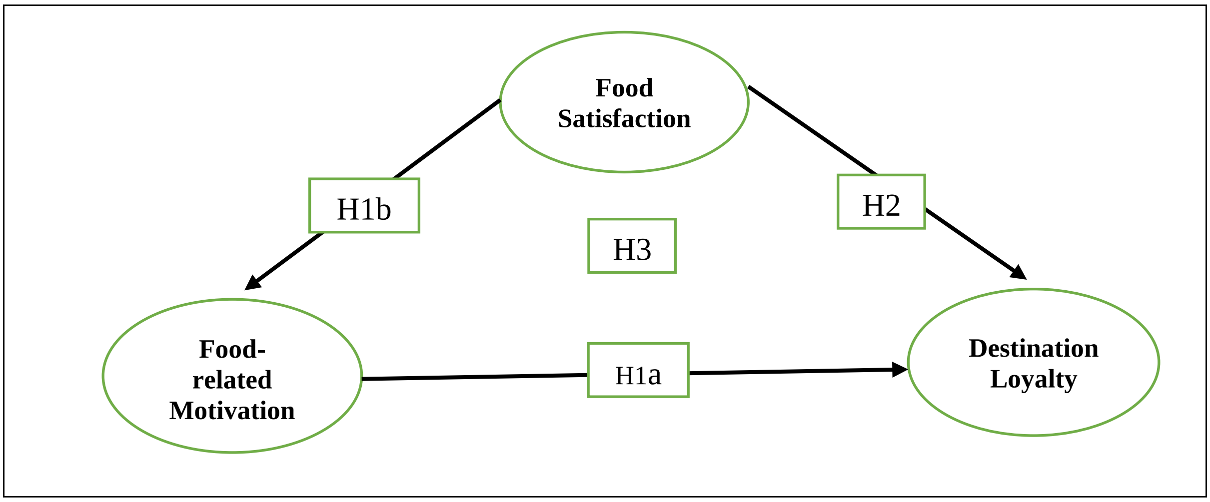


Figure 1: Proposed Research Model

Conclusion

This study proposes to develop a research framework consisting of three constructs: food-related motivation, food satisfaction and destination loyalty. This model explicitly improves destination loyalty among foreign visitors in Malaysia. However, this model will focus on gastronomic tourism in Malaysia, whereby the predictors of destination loyalty are food-related motivation and food satisfaction. Four hypotheses have been recommended in this model, whereby three direct effects and one mediating effect. However, to test the hypotheses in this study, future research requires collecting data from respondents and execute structural Equation Modelling (SEM).

References

Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W. J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel & Tourism Marketing*, *36*(3), 295-313.

Alrawadieh, Z., Alrawadieh, Z., & Kozak, M. (2019). Exploring the impact of tourist harassment on destination image, tourist expenditure, and destination loyalty. *Tourism Management*, *73*, 13-20.

Chen, Q., & Huang, R. (2019). Understanding the role of local food in sustaining Chinese destinations. *Current Issues in Tourism*, *22*(5), 544-560.

Deng, Y., & Tang, Y. (2020). Exploring the Relationships of Experiential Value, Destination Image and Destination Loyalty: A Case of Macau Food Festival. *Journal of Service Science and Management*, *13*(06), 841-855.

Gurbaskan Akyuz, B. (2019). Factors that influence local food consumption motivation and its effects on travel intentions. *Anatolia*, *30*(3), 358-367

Khan, A. H., Haque, A., & Rahman, M. S. (2013). What makes tourists satisfied? An empirical study on Malaysian Islamic tourist destination. *Middle- East Journal of Scientific Research, 14*(12), 1631-1637.

Lacap, J. P. (2019). The effects of food-related motivation, local food involvement, and food satisfaction on destination loyalty: the case of Angeles city, Philippines. *Advances in Hospitality and Tourism Research (AHTR)*, *7*(2), 238-257.

Lee, K. H., Packer, J., & Scott, N. (2015). Travel lifestyle preferences and destination activity choices of Slow Food members and non-members. *Tourism Management*, *46*, 1-10.

Levitt, J. A., Zhang, P., DiPietro, R. B., & Meng, F. (2017). Food tourist segmentation: Attitude, behavioral intentions and travel planning behavior based on food involvement and motivation. *International Journal of Hospitality & Tourism Administration*, 1-27.

Lin, C. H., & Kuo, B. Z. L. (2016). The behavioral consequences of tourist experience. *Tourism Management Perspectives*, *18*, 84-91.

Masa'deh, R. E., Nasseef, M. A., Alkoudary, A., Mansour, H., & Aldarabah, M. (2017). The Impact of Motivation for Attendance on Destination Loyalty via the Mediating Effect of Tourist Satisfaction. *International Journal of Business Administration*, *8*(4), 34-48.

Mohamad, M., Nasir, M. N. M., Ab Ghani, N. I., & Afthanorhan, A. (2019). Parallel mediators of place attachment and tourist satisfaction in destination attractiveness, destination loyalty and service quality. *International Journal of Innovation, Creativity and Change*, *7*(7), 228-256.

Sandybayev, A. (2019). Innovative Gastronomic Tourism as a New Trend. Evidence from Kazakhstan. *International Journal of Research in Tourism and Hospitality*, *5*(1), 1-7.

Tourism Malaysia (2021). *Malaysia Tourism Statistics*. Retrieved January 19, 2021, from: https://tourism.gov.my/statistics

Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, *18*(6), 536-548.

UNWTO (2021). Retrieved on 27 July 2021 from https://www.unwto.org/gastronomy

Xu, Z., & Zhang, J. (2016). Antecedents and consequences of place attachment: A comparison of Chinese and Western urban tourists in Hangzhou, China. *Journal of Destination Marketing & Management*, *5*(2), 86-96.

RURAL TOURISM IN KOTA MARUDU, SABAH: DIVERSITY OF PRODUCTS AND CHALLENGES

Jabil Mapjabil[1]
Jemmy Amanda Sipatau[2]
Mohamad Pirdaus Yusoh[3]

[1]Borneo Institute for Indigenous Studies (BorIIS), Universiti Malaysia Sabah, Malaysia
(E-mail: jabil@ums.edu.my)
[2]Faculty of Social Sciences and Humanities, Universiti Malaysia Sabah, Malaysia
(E-mail: amandajr730@gmail.com)
[3]Center for Fundamental and Continuing Education, Universiti Malaysia Terengganu, Malaysia
(E-mail: m.pirdaus@umt.edu.my)

Abstract: *Kota Marudu has a variety of products with the potential to be developed as unique and attractive rural tourism attractions, especially in terms of its beautiful nature and cultural heritage. Rural tourism offers a variety of attractions and local products, such as ecotourism and agrotourism, as well as the culture and heritage of local communities. This study examines the diversity of rural tourism products in Kota Marudu. The variety of products is classified into three main features, namely physical attractions, cultural attractions, and events, as well as other attractions. The aspects of challenges and problems in developing rural tourism products are also examined in this paper. In the context of Kota Marudu, a study of rural tourism development needs to be undertaken to identify the diversity of tourism products that can be potentially developed, and to examine the challenges and problems toward such efforts. In short, various initiatives and policies need to be carried out practically and holistically so that rural tourism in this district continues to be developed and remains competent.*

Keywords: *Rural Tourism, Products, Challenges, Kota Marudu*

Introduction

Sabah has a variety of tourism attractions, such as cultural, environmental, or man-made structures. According to Danting et al. (2018), the rural tourism sector in Sabah may be further improved in the future with a comprehensive tourism sector development plan by the government. The importance of tourism has been widely recognised globally as an important factor in the development of rural areas (Aytuq & Mikaeli, 2017). In general, tourism is one of the most important industries in most developed countries as well as in developing countries, because it is able to develop the physical, economic, social, cultural, political, and technological dimensions (Hausman, 2001). The Sabah Tourism Board is an agency responsible in promoting the tourism industry in Sabah. The government allocated RM228 million from the state budget as stipulated in the State Government Direction Policy, and RM15 million was allocated in the 2018 budget to strengthen rural tourism, as well as to diversify interesting destinations in the state (Sabah Tourism Board, 2019).

In 2015, the Tourism Products Division introduced rural tourism initiatives to local communities, such as in Tuaran (Kiulu), Ranau, Tambunan, Kota Belud (Kedamaian), Kudat, Keningau, Papar, Tawau, Lahad Datu, and Tenom. In addition, Kota Marudu is one of the districts included in the rural tourism development strategy plan in Sabah. In 2016, the Tourism

Products Division under the Sabah Tourism Board collaborated with the Kota Marudu Tourism Association (KOMTDA) to identify potential destinations and tourism products, as well as to examine community involvement in developing the sector according to the rural tourism development strategy plan in the state. In this regard, this article examines the diversity of rural tourism and further examines its challenges in the context of rural tourism development in the district of Kota Marudu, Sabah. This study of rural tourism development needs to be undertaken to identify aspects of its implementation in empowering communities in the district.

Research Methodology

This study employed an exploratory approach. According to Veal (2006), exploration aims to discover, describe, or map behavioural patterns in areas or activities that have not been studied before. In addition, an exploratory research is conducted when a topic needs to be understood in depth, especially if it has not been conducted before. It is a highly appropriate research approach to understand an issue or a problem well. Accordingly, this research design is based on a descriptive approach to understand the phenomena and issues to be studied more specifically on a local scale. The main method used was the quantitative method, where data is collected through the distribution of questionnaires. Researchers may also use secondary data to support the primary data collected, such as official reports and websites related to the issues under study.

Results and Discussion

Diversity of rural tourism product

In developing rural tourism, environmental and cultural assets are prerequisites of excellence, as well as important factors that attract tourists to travel to a destination (Gokhan & Reyhan, 2015). When it becomes the main motive for tourists to visit the destination, this factor is considered to be a continuous important element in tourism. In the inventory of tourism products, the Kota Marudu district has a variety of attractions that can be developed as unique and attractive rural tourism destinations, especially in terms of its natural beauty and its cultural heritage. Kota Marudu has various beautiful attractions, unique natures, distinct cultures, and interesting events, as well as other impressive attractions. The district stores various treasures that can attract tourists. The natural asset of its natural environment is the basic source for rural tourism product development (Habibah et al., 2017).

a) Physical attractions

Physical natural attractions in Kota Marudu include rivers, beaches, waterfalls, lakes, adventure sites, and other attractions. Teringai Beach is located in Kampung Teringai, Kota Marudu Sabah. This beach oversees three islands that have their own stories. The product developed by the community is known as Teringai Beach Café & Lodge. Several services and activities are available, such as restaurants, homestays, ATVs, and snorkelling. Apart from that, several rivers are operated by the local community located in Marak Parak village, such as Sungai Lungking, Sungai Pantai Ria Kanarom, and Sungai Pampang Winatu. Meanwhile, Sungai Baliajong is a historical river that is now cultivated by the local community in Kampung Tegudon, Tandek. For adventure and hiking activities, Kota Marudu has several hills and mountains that are favoured by climbers, for example, Gunung Minintinduk (Kg. Serinsim), Bukit Mallas Kallas (Kampung Kirangawan), Bukit Mundan (Kampung Talantang), and Bukit Sagang (Kampung Simpangan). In addition, other attractions include Kampung Mangin Eco-tourism and Marudu Bay Eco-tourism.

b) Cultural and events attractions

In the context of rural tourism in Kota Marudu, several cultural attractions are being developed by local communities. These are local wisdom attractions from multiple ethnic groups such as Dusun Kimaragang, Dusun Garo, Dusun Tagahas, Dusun Gobukon, Dusun Lingkabau, Dusun Sonsogon and Rungus. These ethnic wisdom attractions include traditional costumes, traditional dances, traditional food, and traditional musical instruments. In addition, there is also a homestay development known as the Marudu Bay Homestay, undertaken by the local community located in Goshen Village.

For cultural attractions and other events, one example is the *Walai Tobilung* run by the locals themselves, located in Kampung Minansad, Kota Marudu. *Walai Tobilung* (literal: Tobilung house) is a place that showcases the customs and culture of the Tobilung Dusun ethnic community. Apart from that, there are tourism products, such as the Panaroma Paradise Resort which is run by the locals, located in Kampung Rasak Darat Tigaman. The Panaroma Paradise Resort provides accommodation and views of Marudu Bay's natural beauty.

c) Other attractions

Kota Marudu has other attractions, such as Saujana Hill located in Kampung Timbang Batu which provides fishing services and activities in the fish pond. In addition, Walai Rabbit located in Kampung Panaitan. Apart from that, there are also agricultural industries such as banana factory, *Kacang Panggang* stall (Kampung Tonsom), and *Jagung Bakar* stall and Handicraft (Kampung Minansad).

Besides, there are several nature-based tourism destinations in Kota Marudu that have their own attractions and can be potentially developed if such areas have good facilities and access. This is supported by Habibah et al. (2017), stating that tourism destinations have high potentials to be developed if they have good infrastructure and access facilities, as well as community involvement that can make them successful. In a nutshell, understanding the diversity of rural tourism products in the Kota Marudu district is important for local communities to seize advantage of the available potential in developing the rural tourism sector. This is supported by Ivolga (2014), stating that rural tourism products reflect and maintain the natural and cultural identity of existing society and ensure the provision of economic benefits to local communities through the development of rural tourism. For example, employment opportunities and alternative sources of income can be created for the locals.

Challenges faced by local communities in developing rural tourism products

This section discusses the problems and challenges faced by local communities in developing rural tourism products in Kota Marudu. Respondents had the opportunity to express their problems in the form of open-ended questions. The researchers classified respondents' problems and challenges into several themes, including infrastructure and public facilities, capital and finance, tourism facilities, promotional activities, cooperation among residents, knowledge and skills, limited tourist destinations and products, support from outside institutions, and problems with overlapping land-use. The results of the analysis indicated that the lack of capital and finance recorded the highest percentage at 79.1%, followed by the lack of knowledge and skills in the tourism industry, at 44.3%. Generally, entrepreneurs do not want to get involved in developing rural tourism products due to the lack of capital. This is also illustrated in a study by Velnisa et al. (2014), that problems such as the lack of capital are major obstacles in developing rural tourism. This situation shows that the basic factor of poverty hinders efforts toward positive change in a community.

In addition, experience and training are also required in maintaining a business and preventing its failure. The lack of exposure and knowledge in promoting tourism products is difficult for the aim of rising to a higher level. Local communities are given insufficient skills in handling tourism or homestay management skills. If the local communities have little awareness and knowledge on how to manage rural tourism, this will become a serious obstacle in their involvement with the industry, especially in areas where tourism development occurs (Aref & Redzuan, 2009).

Some local communities are interested in running a tourism product, such as homestay management, etc., but insufficient knowledge, skills, and information on tourism management become a constraint for them. According to Chin et al. (2014), insufficient knowledge and skills are among the factors that influence the failure to start a business or to develop a tourism product in rural areas. Last but not least, problems and challenges with regard to public facilities and infrastructure cause difficulties in advancing the development of rural tourism in Kota Marudu. For example, the supply of clean water is not enough for some villages that have the potential in developing tourism products, such as in the village of Mangaris which offers handicraft and *Jagung Bakar*. In addition, the problem of accessibility to the tourism destination still persists, such as the limited transportation to access Teringai Beach, Panaroma Paradise Resort, and *Walai Tobilung*, together with the lack of accommodation and stalls meant for selling handicraft and *Jagung Bakar* in Kampung Mangaris.

Conclusions

Kota Marudu has a variety of cultural, environmental, and made-made tourism attractions which involve daily activities and festivals run by local communities and organisations. Most of these attractions are located in rural areas inhabited mostly by farmers, and in the coastal areas inhabited mostly by fishermen. The development of tourism products in Kota Marudu requires the holistic involvement of local communities so that it can be competitive with outside tourism. This involvement must be driven by a high awareness among the local communities. Various problems and challenges faced by the local communities need to be addressed in an integrated and holistic approach, with the assistance and support by authorities, especially the Sabah Tourism Board (STB), Majlis Tindakan Pelancongan Kota Marudu (MTPKM), and Kota Marudu Tourism Development Association (KOMTDA). Indirectly, such an initiative will transform Kota Marudu into a competitive rural tourism icon, specifically in Sabah, and generally in Malaysia. Additionally, this requires efforts by several proactive and dynamic institutions to promote various tourism attractions, such as ecotourism, agrotourism, and homestays, which are a golden opportunity for the local communities to be actively involved in developing cultural and environmental resources and becoming tourism entrepreneurs.

References

Aref, F. & Redzuan, M. (2009). Community leaders' perceptions toward tourism impacts and level of building community capacity in tourism development. *Journal of Sustainable Development*, 2(3), 208.

Aytuq, H., K. & Mikaeli, M. (2017). Evaluation of Hopa's rural tourism potential in the context of European Union Tourism Policy. *Procedia Environmental Sciences*, 37, 234-245.

Chin, C. H., Songan, P., Lo, M., C. & Nair, V. (2014). Rural tourism destination competitiveness: A study on Annah Rais Longhouse Homestay, Sarawak. Procedia-Social and Behavioral Sciences, 144, 35 – 44.

Danting, Z., Marhaza, M. & Farzana, Q. (2018). Enhancing the tourism operation success in Sabah Malaysia: A conceptual framework. *International Journal of Engineering & Technology*, 147-151.

Gokhan, A. & Reyhan, A., A. (2015). Rural tourism: A conceptual approach. Dlm.Avcikurt et al. (editor). *Tourism, Environment and Sustainability.* Turkey: St.Kliment Ohridski University Press Sofia.

Habibah Ahmad, Asmilah Hani, Hamzah Jusoh, Mastura Mahmud, Hazita Azman, Norngainy Tawil, Shamshubaridah Ramlee, Ruhaiza Bakar & Amirah Zin. (2017). Aset pelancongan luar bandar daripada lensa komuniti Lembah Beriah. *Malaysia Journal of Society and Space*, 13, 87-100.

Hausman, D. M. (2001). Ecotourism. *International Encyclopedia of the Social & Behavioral Sciences*, 9, 4165-4167.

Ivolga, A. (2014). Overview of contemporary issues of sustainable rural development in Russia in terms of existing differences between regions. *Economic Agricultural*, 2, 331-345.

Sabah Tourism Board. (2019). *Pelancongan luar bandar Sabah*. Lembaga Pelancongan Sabah.

Veal, A. J. (2006). *Research methods for leisure and tourism*. 3rd Edition. London: Prentice Hall.

Velnisa, P., Modilih, S., Mogindol, S., H., Johnny, C. & Thamburaj, J., A. (2014). Community participation and barriers in rural tourism: a case study in Kiulu, Sabah. *EDP Sciences*, 10.1051/shsconf/2014120100.

Proceeding: 1st International Conference on
Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

STRESSORS AND INTEGRATIVE COPING APPROACH TO MAINTAIN MENTAL WELLBEING AMONG HOTEL EMPLOYEES IN MALAYSIA DURING COVID-19 PANDEMIC

Ruzanifah Kosnin, Siti Salina Saidin, Ahmad Fahme Mohd Ali, Nur Athirah Sumardi and Suchi Hassan[1]

[1]Universiti Malaysia Kelantan
Corresponding author, ruzanifah@umk.edu.my

Abstract: *The COVID-19 pandemic has severely affected the tourism and hospitality industries with losses of multi-billion dollars and caused unprecedented mental wellbeing hazards globally. The COVID-19 has suddenly increased the stressful and challenging working conditions in the hospitality and tourism industries. Despite a significant number of studies on mental health due to the COVID-19 pandemic, mental health studies and coping strategies among hotel employees in Malaysia are almost non-existent. Thus it is the purpose of this study to answer four research questions as follow; i) What are the types of stressors affecting hotel employees during the COVID-19 pandemic; ii) How these stressors influence the mental wellbeing of employees; iii) How different coping strategies exert influence towards mental wellbeing of employees, and iv) Does religious coping strategy significantly contribute towards positive mental wellbeing. Mainstream coping strategies highlight problem-focused, emotional-focused, and avoidance-focused but lacking the role of religion-focused coping. This study intends to use the mixed method of data collection. Semi-structured interviews will be conducted with hotel employees to gather information regarding sources of stress in the workplace during COVID-19. Then quantitative data will be collected using a survey questionnaire from 350 hotel employees from the east coast region (Kelantan, Terengganu, and Pahang). Finally, data analysis using SmartPLS will be implemented to examine the relationships among variables and to test the hypothesized model. The findings of this study will shed some light on stressors during COVID19 and the effective strategies for developing positive mental health among hotel employees in Malaysia.*

Keywords*: Integrative coping strategies, employee's wellbeing, mental health, religion-focused coping strategy*

Introduction

The COVID-19 pandemic has severely affected the tourism and hospitality industries. Safety threat and risk of contagion led countries around the world impose movement control order (MCO) and travel restrictions. Data around the world shown tremendous decrease of hotel occupancy rate, monthly losses of one billion euros in tourism revenues, and fast decline in restaurant expenditure (Baker et al., 2020). Tourism industry in Malaysia is no exception in facing the devastating fate. This pandemic is estimated have incurred losses as much as RM100 billion in Malaysia in 2020 (Daim, 2021). Besides the negative impact of COVID-19 pandemic on socioeconomics, it has led to damaging effect towards the mental health of societies and individuals (Alradhawi et al., 2020). The market sees many hospitality businesses being closed and employees being laid off. According to the Department of Statistics Malaysia, unemployment for April 2020 has risen to almost 150 thousand and among the most affected workforce are those in the service sectors such as tourism, hospitality, and aviation (Zakaria, 2020).

As a major viral outbreak in the 21st century, the Coronavirus 2019 (COVID-19) pandemic has caused unprecedented mental wellbeing hazards globally (Alradhawi et al., 2020). The COVID-19 has suddenly increased the stressful and challenging working conditions of the hotel sector. Declines in the number of tourists due to the COVID-19 outbreak are reported as massive reductions in both supply and demand aspects of the economy mandated by governments internationally. Furthermore, the tourism industry is one of the hardest hit due to widespread travel restrictions and shelter-in-place orders designed to curb infection spread. Restrictions and lockdowns have devastated tourism-dependent destinations and displaced millions of vulnerable workers, causing them to lose their livelihoods. COVID-19 and related fears add further strains on tourism employees, potentially exerting a significant toll on mental and physical health and safety.

Furthermore, for those who are still working, the outbreak of COVID-19 has made a major switch in the regular working conditions worldwide correlated with high public uncertainty (Kanupriya, 2020). In addition to the stress associated with COVID-19 disease, the decline trend on tourism industry have caused the psychological disturbance on employees become more severe. The current situation with lockdown and work from home (WFH) has become stressful. Past studies have found that high workload with unrealistic deadlines, work-family imbalance and job insecurity are the main stressors for employees (Krantz et al., 2005; Sullivan & Mainiero, 2008; Sahni, 2016). Yet stressors affecting employees during COVID-19 are still unclear.

Stress and mental health are known to have a negative influence on employees' performance, productivity, and overall satisfaction. This needs to be tackled as an urgent occupational health issue. Stress is a complex problem and misunderstood by many people (Defrank & Ivancevich 1998). The stress in extended period generally results in lower performance levels, change in attitude and work withdrawals which often leads to faulty decisions and bad work relationships (Hallowell, 2005). Moreover, the prolonged stress can even cause many psychological disorder (Bliese et al., 2017). Nonetheless, any kind of stress needs to be handled carefully and by the individual and their organizations by providing proper and appropriate support (Michie, 2002). Stress management such as coping strategy are perfect interventions process that can assist in reducing the stress and increasing the occupational health of employees (Richardson & Rothstein, 2008). Thus, results from this study can shed some light on how people cope with challenging situation and identify strategies that may be particularly effective in managing stress and cultivating resilience during this pandemic COVID-19. Therefore, this research will investigate various coping strategies such as problem-focused coping strategies, emotional-focused coping strategies, avoidance-focused coping strategies, and religious-focused coping strategies to reduce stress and increase mental wellbeing among employees in the hotel sector.

Literature review

Mental Wellbeing

Global statistics have shown an increase in cases of psychological stress, anxiety, depression, domestic violent and acts of self-harm during this period (Zakaria, 2020). A report by World Health Organization (WHO) shown that mental wellbeing crisis has become the most significant effect of COVID-19 pandemic (World Health Organization, 2020). According to

World Health Organization, mental wellbeing is “a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community” (World Health Organization, 2021).

Mental wellbeing was measured by psychological wellbeing and psychological distress (Mirowsky & Ross, 2002). Psychological wellbeing can be defined as a combination of positive emotional states and functioning with optimal effectiveness in individual and social life, while psychological distress is defined as a state of emotional misery characterized by symptoms of depression such as hopelessness, lost interest, and sadness, and anxiety such as feeling tense and restlessness (Deci & Ryan, 2008).

Despite a tremendous number of researches regarding mental wellbeing since the outbreak of COVID-19 pandemic, limited studies involved with the coping strategy among employees in tourism and hospitality industries in overcoming the effect of COVID-19 towards mental wellbeing in Malaysia. Chen (2020) for example only assess the psychological distress experienced by employees in the tourism and hospitality industry in United States. Meanwhile Duarte Alonso et al., (2020) explored coping strategies among owners of hospitality firms in 12 countries, while Zheng et al. (2021) investigated coping behaviour of individuals in China towards fear of travel during COVID-19. Bufquin et al., (2021) studied employee work status, mental well-being, and career turnover intentions among restaurant employees during COVID-19. Key stressors of employees in tourism and hospitality industry in China identified by Chen (2020) are unemployment, pandemic-induced panic, and lack of social support. The research found lack of social support gave greatest impacts on the negative well-being of the employees. Chen (2020) found that unemployment, pandemic-induced panic, and lack of social support are the main reason for mental health among tourism and hospitality employees in China. Furthermore, mental health and stress had become an economic burden for Malaysia where RM 14.46 billion had to be borne due to the implications of mental problems in the workplace in 2018 (Zakaria, 2020).

The COVID-19 pandemic can be precursor to many stressors that may drain employees’ mental health, during and after this pandemic. The distress that an individual feels is only part of the problem, while the consequence of the problem is much greater concern (Mirowsky & Ross, 2002). Therefore, it is important to understand the problem to be able to identify solutions which will help employees and organizations to reduce the risk of mental health issues. However, it is unclear what kind of stressors that affect the hotel sector employees during this pandemic and how they cope with the stressors.

Stressors

Stress can be referred as the extent to which the individual is feeling overwhelmed and not able to deal with unmanageable pressures (Mental Health Foundation, 2020). Meanwhile, work-related stress can be defined as the individuals’ responses when they are being presented with pressures and work demands which are un-matched with their abilities and knowledge that may challenge their coping ability (World Health Organization, 2020). Stress has been deliberately discussed as one of the most significant contributing factor of individual’s mental well-being. According to Bell, Rajendran and Theiler (2012), negative effects of employees’ well-being has been linked to work stress in various jobs, including in the hotel sectors.

Excessive workload, role-conflict, role ambiguity, and work life balance are among those influential stressors for hotel employees (Wen, Zhou, Hu & Zhang, 2020). Having strenuous workload making hotel employees to do job hopping with the hope that the other workplaces will take care of their welfare more than the previous workplace. Besides, role-conflict and role ambiguity which are known as the qualitative influential factor of stress putting the hotel employees in difficult situation when they are given conflicting commands from their superiors and which one that they need to fulfil first. The situation will especially become worse when the employees do not even understand their roles and responsibilities, making the employees to be anxious whether they are doing the right thing in the right way or not. Furthermore, having too much work responsibilities at hand will make the hotel employees to view their work activities and processes as something which are extremely stressful, disabling them to have time for relax. They will have lesser time to be spent with the family, eventually proposing the employees' failure of having work life balance. It is difficult to balance the work demand and life but the imbalance between these two elements may trigger stress which eventually will decrease the productivity of the employees (Bataineh, 2019).

In addition, COVID-19 pandemic has affected the tourism industry when Movement Control Order (MCO) has taken place, resulting in limited number of visitors and tourists who will use the tourism services. Nevertheless, there are hotels that are used as the quarantine centers for COVID-19 and appointed hotel employees will help the medical front-liner with the operational activities of the hotel. Similar to the case of any front-liner, these employees are exposed to the risk of getting COVID-19 as well, making them to work in anxious state of mind. Lack of medical treatment, fear of infection and unreliable vaccine are the main contributing factors of psychological stress among the medical front-liner staff (Cai et al. (2020). These situations may induce new form of stressors towards hotel employees who work with the front-liner at the selected quarantine hotels. These major factors of psychological stress will make the hotel employees to work as if like they are walking on the eggshells as they do not know when they are going to be infected despite of complying with all the required SOPs. In fact, for other hotel employees who are not directly involved with the patients are experiencing fear of losing a job. According to Baum, Mooney, Robinson and Solnet (2020), due to COVID-19, the restructuring and downsizing operations can be a threat to employees as it creates the feelings of job insecurity.

Coping Strategies

Coping is defined as the cognitive and behavioral efforts that individuals use to deal with stressful events (Folkman & Lazarus, 1980). When situations are perceived as unpleasant by individuals, they may employ different coping strategies to manage the adverse events or occurrences (Zheng et al., 2021). Schuler defines coping asa process of analysis and evaluation to decide how to protect oneself against the adverse effects of any stress and its associated negative outcomes, and at the same time, take advantage of its positive outcome (Law et al., 1995). There are various coping strategies reported in the literature (Stucky & Hinkebein, 2007), but generally three types of commonly used coping methods are problem-focused, emotion-focused, and avoidance-focused coping.

Problem-focused coping aims to manage and reduce the source of threat (e.g., planning, accepting), emotion-focused coping tries to regulate and mitigate the emotional distress caused by the situation (e.g., venting, self-blame) (Folkman & Lazarus, 1980), while avoidance-focused coping involves efforts to avoid stressful situations via engaging in a substitute task or seeking out other people (Endler, 1997). Kim and Agrusa (2011) study attempted to find coping strategies favored by high and low emotional intelligence of employees in hospitality industry revealed that each coping disposition has its unique personality predictors. For problem-focused coping, individuals with emotional intelligence are more persistent; for emotion coping, neuroticism personality; and for avoidance coping, individuals with emotional intelligence, extraversion, and neuroticism.

Although the three types of coping strategies mentioned above are popularly used to measure mental wellbeing, the role of religion is underrepresented in tourism and hospitality research. Thus, one of the objectives of this study is to integrate the religious principle pertaining to coping strategies. Faith or belief influences the way individuals view and relate to God thus religion in general is used to cope with difficult life circumstances. According to Embong et al. (2017), an integrative coping strategy using religion will balance an individual's own efforts for managing stress while seeking help and support from others. Since mental wellbeing is the essence of coping, an understanding of effective coping strategies can aid in attaining the benefits of dealing with mental crisis successfully.

Hypotheses

H1: There are significant relationships between stressors and mental health of employees in Malaysian hotel sector during COVID-19 pandemic.

H2: There are significant relationships between stressors and coping strategies (problem-focused; emotion-focused; avoidance-focused; and religion-focused) of employees in Malaysian hotel sector during COVID-19 pandemic.

H3: There are significant relationship between coping strategies (problem-focused; emotion-focused; avoidance-focused; and religion-focused) and mental wellbeing of employees in Malaysian hotel sector during COVID-19 pandemic.

H4: Coping strategies mediate the relationship between stressors and mental wellbeing of employees in Malaysian hotel sector during COVID-19 pandemic.

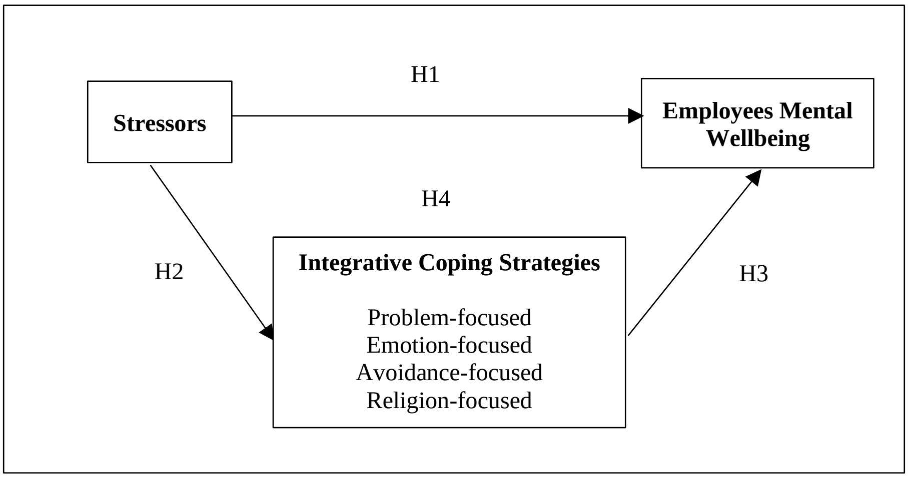


Fig. 2. Stressors and Integrative Coping Strategies for Employees Mental Wellbeing Framework.

Methodology

This study will use the mixed-method research design to collect and analyse data to answer the research questions and eventually achieve the research objectives. The first research question will be answered using semi-structured interviews. The second, third and fourth research question's achievement will be using quantitative design through a cross-sectional field survey.

Field survey is a non-experimental design that measures variables and tests their effects using statistical methods (Bhattacherjee, 2012). This study focusing the hotel sector in the east coast region (Kelantan, Terengganu, and Pahang). The selection of the east coast region because this region is considered peripheral as it has more rural and less develop areas (Awang, 2006) Thus, this study may reduce the gap between the advanced economy of the west coast and the east coast of Malaysia. In this study, we will be focusing on the four-star hotels and above for the ease of collecting quantitative data. Since many budget hotels (two-star and three-star) were closed due to the COVID-19 pandemic (S Puvaneswary, 2021).

Semi-structured interview will be conducted with managerial and non-managerial employees from three four-star hotels in Kelantan, Terengganu, and Pahang to gather information on sources of stress (stressors) they are facing in the workplace during the COVID-19 pandemic. The semi-structured interview will various mediums such as face-to-face or online meeting that suit the participants' location and convenience. Then the development of the instrument will be adapted from previous literature and findings from the interview. The questionnaire for this research is created using Google Forms and careful attention will be given in designing the questionnaire, especially in the wording and order of the questions. This strategy will increase response rate and reduce measurement error (Dillman & Wiley, 2007). Interval and ratio scales will be used in preference to nominal and ordinal scales. Although the Likert scale is a popular technique used to measure a wide variety of underlying constructs, scholars disagree if Likert scale represents interval or ordinal data (Sekaran, 2003). Therefore, the items in this research will be measured on a 10-point scale, ranging from (1) strongly disagree to (10) strongly agree, which clearly represent interval data. With no middle option, this kind of scale can decrease bias.

In developing a good measurement instrument, a pilot study is required regardless of whether the measures are either newly developed or taken from various sources (Hair et al., 2010). Thus, a pilot study will be conducted in phase three to validate and refine the questionnaire by assessing internal consistency and factor analysis. The pre-test will provide information about deficiencies and suggestions for improving the measure by examining internal consistency reliability, and factor structure (scale dimensionality) of the scale (Hair et al., 2010). This pilot study involves giving survey questionnaire to at least 30 employees in The Grand Renai Hotel, Kota Bharu since respondents for pilot study should be similar to those from the population of the study Hertzog (2008).

Once the research instrument has been validated in phase three, in the fourth phase, data collection will be administered through the online survey. The target unit of analysis of this study is employees in four-star hotel from east coast region (Kelantan, Terengganu, and Pahang). Kline (2011) indicates a representative sample size in studies where structural equation modeling is used is about 200 cases. While Hair et al. (2010) suggest between 200 to 400 sample sizes for the proper statistical analysis. Therefore, samples of 300 to 350 is considered sufficient for further analysis. Finally, for data analysis, this study will use the Smart Partial Least Squares (PLS) as a causal predictive technique to examine the relationships among the variables and test the hypothesized model.

Conclusion

The continuing crisis of COVID-19 has changed the business model for the tourism sector which imposing the need for various modifications for organizations and individuals to cope up in this testing time. Meanwhile, the well-being of those who are involved in this sector can be severely affected if they cannot cope with these changes. Good mental wellbeing is essential to sustainable development goals (SDG) and the 2030 agenda reflects the complexity and interconnectedness of the two. The results of this study are important for the government to achieve sustainable growth along with fair and equitable wellbeing. While building a sustainable economy is essential for the wellbeing of the people, development should not only be measured by GDP growth alone but must also consider the social wellbeing indicators and inclusive societal harmony and happiness. Enhance and expand the level of knowledge and awareness on the coping strategies in facing a crisis and eventually improve the quality of life among society in Malaysia specifically employees in the hotel sector.

References

Bataineh, K. A. (2019). Impact of work-life balance, happiness at work, on employee performance. *International Business Research*, *12*(2), 99-112.

Baum, T., Mooney, S. K., Robinson, R. N., & Solnet, D. (2020). COVID-19's impact on the hospitality workforce–new crisis or amplification of the norm? *International Journal of Contemporary Hospitality Management*, 32(9), 2813-2829. https://doi.org/10.1108/IJCHM-04-2020-0314

Bell, A. S., Rajendran, D., & Theiler, S. (2012). Job stress, wellbeing, work-life balance and work-life conflict among Australian academics. *E-Journal of Applied Psychology*, *8*(1).

Alradhawi, M., Shubber, N., Sheppard, J., & Ali, Y. (2020). Effects of the COVID-19 pandemic on mental well-being amongst individuals in society- A letter to the editor on "The socio-economic implications of the coronavirus and COVID-19 pandemic: A review." *International Journal of Surgery*, *78*(January), 147–148. https://doi.org/https://doi.org/10.1016/j.ijsu.2020.04.018 https://doi.org/10.1016/j.ijsu.2020.04.070

Awang, K. W. (2006). *Tourism development in peripheral area of Malaysia: A case study of Kelantan*.

Bufquin, D., Park, J. Y., Back, R. M., de Souza Meira, J. V., & Hight, S. K. (2021). Employee work status, mental health, substance use, and career turnover intentions: An examination of restaurant employees during COVID-19. *International Journal of Hospitality Management*, *93*(June 2020), 102764. https://doi.org/10.1016/j.ijhm.2020.102764

Chen, C. (2020). Psychological tolls of COVID-19 on industry employees. *Annals of Tourism Research*, *January*.

Daim, N. (2021). Local tourism sector has suffered RM100 billion in losses due to pandemic. *New Straits Times*, *January*, 12–15.

Deci, E. L., & Ryan, R. M. (2008). Hedonia, eudaimonia, and well-being: An introduction. *Journal of Happiness Studies*, *9*(1), 1–11. https://doi.org/10.1007/s10902-006-9018-1

Duarte Alonso, A., Kok, S. K., Bressan, A., O'Shea, M., Sakellarios, N., Koresis, A., Buitrago Solis, M. A., & Santoni, L. J. (2020). COVID-19, aftermath, impacts, and hospitality firms: An international perspective. *International Journal of Hospitality Management*, *91*(July), 102654. https://doi.org/10.1016/j.ijhm.2020.102654

Embong, R., Salleh, S., Wan Yusof, W. M., Noruddin, N., Ismail, M. Z., & Mohd Noor, M. N. (2017). Islamic belief and practices: An integrative coping approach to life problems. *International Journal of Academic Research in Progressive Education and Development*, *6*(3), 97–109. https://doi.org/10.6007/ijarped/v6-i3/3176

Folkman, S., & Lazarus, R. S. (1980). An analysis of coping in a middle-aged community sample. *Journal of Health and Social Behavior*, *21*(3), 219–239.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.

Hertzog, M. a. (2008). Considerations in determining sample size for pilot studies. *Research in Nursing & Health*, *31*(2), 180–191. https://doi.org/10.1002/nur.20247

Kim, H. J., & Agrusa, J. (2011). Hospitality service employees' coping styles: The role of emotional intelligence, two basic personality traits, and socio-demographic factors. *International Journal of Hospitality Management*, *30*(3), 588–598. https://doi.org/10.1016/j.ijhm.2010.11.003

Kline, R. B. (2011). *Principles and practice of structural equation modeling* (D. A. Kenny & T. D. Little, Eds.; 3rd ed). The Guilford Press.

Law, J., Pearce, P. L., & Woods, B. A. (1995). Stress and coping in tourist attraction employees. *Tourism Management*, *16*(4), 277–284. https://doi.org/10.1016/0261-5177(95)00017-I

Mirowsky, J., & Ross, C. E. (2002). Measurement for a human science. *Journal of Health and Social Behavior*, *43*(2), 152–170. https://doi.org/10.2307/3090194

S Puvaneswary. (2021). MCO 2.0 plunges M'sia budget hotels into existential crisis. *TTG Asia*. https://www.ttgasia.com/2021/02/03/mco-2-0-plunges-msia-budget-hotels-into-existential-crisis/

Stucky, J. H., & Hinkebein, R. C. (2007). Appendix of Commonly Used Coping Instruments. *Coping with Chronic Illness and Disability: Theoretical, Empirical, and Clinical Aspects*, 410–413.

World Health Organization. (2020). *COVID-19 disrupting mental health services in most countries, WHO survey*. World Health Organization. https://www.who.int/news/item/05-10-2020-covid-19-disrupting-mental-health-services-in-most-countries-who-survey

World Health Organization. (2021, March 20). *WHO urges more investments, services for mental health*. World Health Organization. https://www.who.int/mental_health/who_urges_investment/en/#:~:text=Mental%20health%20is%20defined%20as,to%20her%20or%20his%20community.

Zakaria, R. (2020, October 16). Addressing direct, indirect COVID-19 impact on mental health. *New Straits Times*. https://www.nst.com.my/opinion/columnists/2020/10/632791/addressing-direct-indirect-covid-19-impact-mental-health

Zheng, D., Luo, Q., & Ritchie, B. W. (2021). Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic 'travel fear.' *Tourism Management*, *83*(November 2020), 104261. https://doi.org/10.1016/j.tourman.2020.104261

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

THE COMPARISON APPROACH BETWEEN THE PARIT BUGIS HOMESTAY AND KAMPUNG STAY DESA MURNI: AN EMPIRICAL ANALYSIS

Muhammad Aliff Azhar, Nur Farah Nabilah Aina Ruslan, Lim Pei Xin, Mohamad Syafiq Mohamad Nyeesa & Roslizawati Che Aziz

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: roslizawati@umk.edu.my

***Abstract**: This study is focus on the Comparison between the homestay program and kampung stay program which focus on Parit Bugis Homestay and Kampung stay Desa Murni as a case study. The study will reveal the differences between homestay program and kampung stay program approaches and strategies in promoting their products and services. Homestay can be defined as a place or an accommodation that is provided for the tourist to stay with the host family and has an opportunity to experience the daily activities such as cultural and local lifestyle. The meaning of kampung stay is the tourist stays the house without the local family, but the tourist has a chance to explore and experience the cultural activity of the local family. This study has chosen to use qualitative research design via multiple interview sessions with selected participants. The number of participants involved in this study are twelve (12) which are six (6) participants from each case study. Based on the finding, there are two main themes that came out which is promoting through online platform and collaboration with other parties. It is important to acknowledge each of the products and services provided by homestay and kampung stay program in various level and platform. This study also consider few recommendations for the homestay and kampung stay; (i) improve the development of employee human capital to receive exposure to high skills in various fields, (ii) the operator should always maintenance of infrastructure facilities in homestays and kampung stay and (iii) the operator also should increase homestay income through community collaboration. It is believed that both programmes have potential to generate high income especially for local community.*

***Keywords:** Homestay, Kampung stay, Parit Bugis Homestay, Kampung stay Desa Murni, Community-based tourism*

Introduction

Malaysia Homestay Programme is officially launched in the year 1995 at Temerloh and the Ministry of Tourism, Arts, and Culture (MOTAC) was the organizer of the program which the aim of this program is focused on culture exchanges, culture, environment activity, and others hence it aims to offer the tourist to have a chance to explore rural life. MOTAC has mentioned that the homestay program is not a lodging facility where the tourist can experience the daily life of the villagers with family (Ministry of Tourism, Arts, and Culture [MOTAC], 2015). Homestay can be defined as a place or an accommodation that is provided for the tourist to stay with the host family and has an opportunity to experience the daily activities such as cultural and local lifestyle (Hussin & Kunjuraman, 2014). In addition, according to MOTAC, homestay can define as the tourist who stays a house with local family and experience things that are done in daily life, homestay is also meant the tourist will experience the cultural life of the local family, and it has become an exchange manner directly or indirectly (MOTAC, 2015).

The meaning of kampung stay is the tourist stays the house without the local family, but the tourist has a chance to explore and experience the cultural activity of the local family (MOTAC, 2015). The kampung stay is a new program that launches after the homestay program. The kampung stay program is launched in 2012. It is a new program launched by the MOTAC as the kampung stay is a new tradition of the Malay houses as the kampung stay was in the rural areas such as villagers (MOTAC, 2020). The program is also existing as a job opportunity among the rural village community. The program aims to provide a different style of accommodation for the tourists to experience during the vacation. The intention of this study is to make a comparison between homestay program and kampung stay program that have been study at Parit Bugis Homestay and Kampung stay Desa Murni. This because some people have misconception of homestay and kampung stay program and to study the strategies that have been used by Pairt Bugis Homestay and Kampung stay Desa Murni.

Case Study at Parit Bugis Homestay, Johor Bharu

Parit Bugis Homestay is located at Muar, Johor Darul Takzim and it is located near the Bandar Maharani, the administrative capital of Muar District. Parit Bugis is considered a traditional village with an area of 1442.2 hectares and the geographical condition at the Parit Bugis is the merged soil as clay mix with peat. Early in 1909, Kampung Parit Bugis was opened by the Bugis people and led by some people name Daeng Abu Bakar and Daeng Serabut. The Bugis people left the village due to the place does not suitable to undergo rubber plantation (Homestay Parit Bugis, 2012).

In 1978, the Parit Bugis Homestay has been started and at that time only has 3 houses operated and it is more focused on Singaporean tourists. Singaporean tourists often visited the village because of visit relatives who live in the village. In 2003, the government has taken attention to the homestay program as the village is a tourist attraction and a source of income. At first, there was only 70 villagers have been sent to Kedah and Terengganu to attend the courses and learn the ways to handle the tourists and making improvements in the infrastructure as a purpose to welcome the visit of the tourists. At last, the Parit Bugis has registered with MOTAC and now it is a homestay, it has 30 participants involved in the homestay program and 40 room for homestay use (MOTAC, 2020). Based on the Coop Malaysia Update, it shows that the Parit Bugis Homestay has received an ASEAN Homestay Award in 2017. The award means that the homestay operated was recognized at the ASEAN level (Kamarudin N. , 2018). The Star reported that the ASEAN award has brought Johor’s Sultan Ibrahim Ibni Almarhum Sultan Iskandar visited the Kampung Parit Bugis.

Case Study at Kampung stay Desa Murni, Temerloh, Pahang

Kampung stay Desa Murni is located at Termerloh, Pahang. It is the first homestay that takes part in the homestay program that being launched by MOTAC in 1995. At first, it is only 10 families’ houses participate in the program and the program has grown and the number of participants has increased to 40 families. The specialty of the kampong stay is the tourist can explore the traditional activity but live without a host. It is a good stay for the tourist who likes to enjoy the kampung lifestyle but does not want to live with the host family. To build a peaceful environment, the kampung stay is designed in a mixed style which is known as “kampung” style mix with modern style. The design is provided a different view about the vacation or holiday at kampung.

The kampung stay is fully equipped with Wi-Fi, parking, entertainment facilities, a swimming pool, and a kids’ playground. The kampung stay is also providing health care services such as a spa where the tourist can relax and enjoy during the vacation or holiday. Other than modern activities, Kampung stays Desa Murni is also offered traditional activity such as fishing, batik painting, farm visit and other. Kampung stay is an attraction in Temerloh, Pahang, however, the tourist has a chance to visit the deer land and elephant sanctuary by purchasing the package that is offered. The Kampung stay Desa Murni has a group of villagers under the B40 class. B40 means that a group of people who age above 40 and low income. The organization will have provided the things needed by the kampung stay and the kampung stay will promote the product of the company to the tourist. In this method, the organization and Kampung stay Desa Murni gain benefits together.

Significance of the Study

In this research would focus supported the comparison between two programs which are about homestay program and kampung stay program. This is often because, the comparison of this program could provide new exposure and knowledge to the community in Malaysia. This studied aims to contribute to the present growing area of researched by exploring about comparison of homestay and kampung stay. Besides, this studied also wants the community in Malaysia to understand the new program organized by MOTAC. This may also provide knowledge to the community to differentiate between Homestay and Kampung stay. According with MOTAC (2019), they will restructure the Visit Malaysia 2020 (TMM 2020) campaign by targeting new markets to draw in quality tourists and spend big in Malaysia. Homestay and kampung stay were new programs created by MOTAC which the aimed to assist people in rural areas to get income. According to (Zainon, 2010), homestay development programme produced a big impact on the economy of the operators thanks to increased demanded from tourists. It also could have improved the standard of the domestic tourism industry and increase value. This is often also because, tourists wanted to feel a special environment when visiting tourist areas. For this study because the researcher known MOTAC be an agency to manage tourism affairs.

According to (Halpenny & Acharya, 2013), homestays as a sort of social entrepreneurship and operated in rural communities are often steppingstones towards sustainable development by reduced poverty and enriching destination image. Thus, participation the community within the Malaysian Homestay and Kampung stay Program was induced by generating awareness about the advantages such a program offers to individuals, families and communities regarding their social needs and consistent with their personality type. MOTAC stated on its website stating the voluntary nature of homestay registration which only registered homestays must adhere to the rules enforced by MOTAC (MOTAC, 2014). Tourism development also could've have been coordinated consistent with the currents of modernity with current technology. Therefore, policies and laws were stated to encourage a competitive and sustainable tourism and cultural sector towards the socio-economic development of the country. Tourism policies and laws governing homestays are limited because the homestays are governed by guidelines as against laws with no legal implications for non-compliance (Abdullah, & Sanusi, 2015). This research hopes that the community in Malaysia knowing and may be a part of the program by MOTAC. Homestay and kampung stay give some interesting difference options of environment when traveling. From that, tourists can get a far better experience once they did accommodation.

Literature Review

Homestay program, Kampung stay program and Community-Based Tourism

Communities-Based Tourism (CBT) concept is new agenda in tourism product (Abukhalifeh, Wondirad, Alaa Nimer & Amare, 2019). The tourists get the opportunity to visit the rural areas without living with host family. However, the host treats the tourist very well to make them enjoy and felt appreciate by host. The homestay program and kampung stay program was classified as a Community Based Tourism (CBT). CBT can define as the owner of the house, or the participants of the village do not need to leave the village and work in the city (Bhuiyan, 2019). The program is going to help the rural community which it is a program to provide a job opportunity for the rural community. By having CBT, the tourists have the chance to explore and experience the local activity in Malaysia. The homestay program can raise the living standards of the rural community, and it is also reducing the property in rural areas. For example, learn and taste the Malay traditional food, harvest fruit farms, planting the paddy field, playing traditional games, and others. Other than that, the tourist will feel the warmth of the family, as the tourist will live with the host, having meals with the host, and be part of the family. It will be a memorable and meaningful trip for the tourist. According to Richardson (2003), a homestay is a space that offers by a family for the tourist or international student for a certain period. Other than that, homestay is the place where the tourist stays with the local family and experience local life. The homestay program more focuses on rural tourism as it is involving cultural tourism and heritage tourism (Kayat, 2009). This is because cultural and heritage tourism will more interested in the homestay program. Cultural and heritage tourism is preferred to experience and learn the culture among the rural community.

The kampung stay program however was introduced as accommodation where new traditional Malay house is inbuilt the agricultural areas for long-stay tourist. The kampung stay program is also capable of producing professional rural populations in the field of entrepreneurship, creating self-confidence and courage in risk-taking. Kampung stay program is one of the daily incomes of rural communities and resources for community growth in rural areas (Kunjuraman, 2019). Kampung stay program was established as an initiative under the Rural Tourism Plan to encourage rural community to participate within the tourism sector and as a continuation of the Malaysian Homestay Program (MOTAC, 2019). The Ministry of Tourism defines a kampung stay program as an experience where the tourist is provided accommodation within the rural villages without the host family. The tourists are provided with accommodation facilities but not live with the host house. The residents can experience the curliness of kampung stay entrepreneurs, see and experience the culture of the locals in the surrounding area. Examples of activities that can be felt such as rice planting in Kedah, fishing, dancing tribal cultural dances in Sabah Sarawak as well as making traditional cakes in the kampung stay area ("Perbezaan Guest House", 2017)

Development of the Homestay Program and Kampung stay Program in Malaysia

The development of the homestay is included the aspect of the element, potential, and the benefits of the homestay. The Homestay Programme cultivates the rural community to take part in the tourism industry. It can reduce the poverty level among the rural community (Kamarudin & Abd Wahid, 2014). The homestay program is the income generator in the rural community. The participants can earn an extra income of around RM600 to RM800 per month. The Homestay Program has attracted international tourists to visit Malaysia. Based on the report provided by the MOTAC on 31st October 2020, there was a total of 19,378 international tourist visits to Malaysia. There were from Korea, China, Japan, Indonesia, and other countries.

Through the visitation, the revenue increase from 2018. The total revenue in 2018 was RM82,322 while in 2019 was RM85,341. The total revenue has referred that the homestay program was one of the sources that help Malaysia's economy (MOTAC, 2020).

Currently, the scenario of the homestay package started with the greeting ceremony. As the local people and children will play traditional music instrument such as "kompang" to welcome the tourist. The traditional games such as "congkak", "layang-layang", "gasing" and others. These traditional games were able to get close to the relationship between local people and tourists. During the game's process, the tourist also has an opportunity to enjoy and familiar with Malaysia's culture. It is a great way to promote Malaysian culture. The homestay has offered the activity package for the tourist as the activity can let the tourist experience its interest part. The activity such as visit a paddy field, learn the way, and try to plant the paddy. The package has also prepared the foodservice such as breakfast, lunch, and dinner. The food will be prepared in the local food type, and it will be prepared by the local family. Therefore, the tourist has chances to taste Malaysia's traditional food and sharing the opinion and feel with the local family.

In 2016, The Ministry of Tourism and Culture, Datuk Seri Mohamed Nazri Aziz has introduced the kampung stay programme as a new tourism product to attract tourists to the country and said the vacant houses in villages can be used as accommodation for tourists visiting the country (Bernama, 2016). The tourists request this tourism product as their objectives are to enjoy the tourism package offered and to learn local culture. As the provision of kampung stay in Malaysia includes local communities, where these kampung stays are typically located in rural areas, demand for kampung stay and the packages offered can be fulfilled in Malaysia. Development of kampung stay is a mechanism that has the potential to uplift the state of the poor in the rural area of Malaysia. It can deliver high returns to the country's economy, in addition to increasing household income (Kunjuraman, 2019). The Malaysian government MOTAC strongly encourages the involvement of rural communities in kampung stay programs as it is considered a platform to develop the standard of living of the community. The kampung stay has been identified as a program that can increase state revenues and benefit to the communities involved.

The kampung stay can give the positive impact to tourism industry. The potential kampung stay program can promote rural development. It can increase the income in tourism industry. This is because, rural development mostly has unique and attractive designs. It symbolizes identity in certain area that have own traditional, cultural and lifestyle. Therefore, with this rural development, tourists either foreign or local tourists can enjoy the beauty of development in place as well as to make tourist satisfaction and gain knowledge on rural development based on the states (Raja, 2013). The kampung stay program will build the strengthen relationship with family, friends, and local community. The program can get close with the rural community culture and lifestyle. It offered a peaceful place to stay during your holidays and vacations as the atmosphere here and enjoy the moment with loved one or family. Tourist can spend the quality time with their own family and enjoy the activities that have been provided. The design engraved with kampung style and mix with modern styles, will give the vacation and holiday at kampung a different story ("Kampung stay Desa Murni", 2012).

Methodology
The design of the study was used qualitative research design where the purposive sampling was applied, and it occurs when "elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample using an accurate assessment, which will result in savings of time and money (Black, 2010). Purposive sampling is the most common sampling strategy, sampling purpose, one of the most common sampling strategies, grouping according to selected criteria that are relevant to specific research questions. This method is very suitable for sampling strategy for Parit Bugis Homestay and Kampung stay Desa Murni case study.

This study starts with a specific perspective that want to examine and then look for study participants that cover those various perspectives, so this research study the operators at Parit Bugis Homestay and Kampung stay Desa Murni, to achieve the objectives of our study. This study invited 12 operators which are 6 operators for each Parit Bugis Homestay and Kampung stay Desa Murni to get important information about this study where it involved the village head and operators who are active in the Parit Bugis Homestay and Kampung stay Desa Murni. Because of crisis pandemic Covid19, the interview session has been working via telephone and online interview to ask the questions related the research objectives and research questions. The researcher was recorded the interview session and field notes. It is useful to transcript the data and backup for the researcher to write down the information (Tessier, 2012). The researcher recorded via portable devices and take notes use pen and paper. The best it is the researcher listened the interview session with unlimited repeat.

Finding of The Study

Comparison Approach and Strategies Used between Parit Bugis Homestay and Kampung stay Desa Murni in Promoting Their Products/Services to Customers.
Based on the interview session with all participants, the researcher had known the approach and strategies that have been used by Parit Bugis Homestay and Kampung stay Desa Murni in promoting their product and services to customers. This study analyses the approach and strategies by their way how to attract the tourist come to their homestay and kampung stay.

Parit Bugis Homestay

1) Promote the homestay by corporate with other parties.
The Parit Bugis Homestay has promoted the homestay program to International. One day, they got received some international students from Japan to join the homestay program. They enjoyed all the activities happily. At the same time, Parit Bugis Homestay has provided a comfortable stay for the tourist. After that, they will automatically invite and promote this program to their family. The Parit Bugis Homestay also used this alternative with asked help of the university student to create a language event, as they can be the translator for the tourist. Not only that, if they join the courses or any event, they can promote the homestay program to everyone.

2) Promote the product and services via activities at Parit Bugis Homestay
Parit Bugis Homestay was created a lot of activity and used as their strategies to promote their product and services to attract the attention of the tourist. For example, there has some competition with their aim to promote the local product and services such as competition to

design “baju batik” by their hand. They can know how to mend the batik. After finishing it, the tourist can bring it as a souvenir. In the homestay program, the tourist can eat the famous food at Parit Bugis, “nasi ambeng”, and eat like Malaysian culture which is finish the food by using the hand. At night, tourist can watch traditional performance like “kuda kepang, tarian barongan, and tarian zapin”. they can dance together with the local community that has involved in this program. All these activities in Parit Bugis Homestay as their strategies had used to in promoting their product and services. Other than that, it can attract tourist attention. At the same time, this strategy will promote Malaysian culture and tradition also promote the local product.

Kampung stay Desa Murni

1) Used offline and online to promote the product/services.

Kampung stay Desa Murni has its own strategies to promote its product and service. In this generation of technology, they also do not run away from using digital platforms as a tool for them to promote products and services available in the Kampung stay Desa Murni for tourists. So, they used social media such as Facebook and YouTube as a tool to promote. Kampung stay Desa Murni has a website and already has a system to booking online and make the payment online. For the offline platform, they do like to join the seminar of tourism, promotions, events to grow the business, visit ministry office and agency. They through forward visit the tourist and attract them by promoting the product and services that have been provided in Kampung stay Desa Murni. Due to the Pandemic, Kampung stay Desa Murni do more promotion to travel agency. This is because nowadays, people cannot cross the border state without permission. But the travel can do with the term and condition that is only travel agency can bring the tourist to travel or cross the border state. Therefore, the operator of Kampung stays Desa Murni has used the offline strategy smartly. The operator has promoted the package through the brochures to the villages or the people who live in Pahang. It is the only way to attract the arrival of the tourist.

2) Promote the program to foreign country

As a history about the promotion, in 1995, Kampung stay Desa Murni had received a certification from MOTAC that they can use to undergo public awareness around Malaysia to corporate with other villages. So, they have corporate around 20 to 30 villages every year. Before the Pandemic Covid-19, they able to travel overseas such as to Korea, Dubai, Japan, and other countries to promote the program of kampung stay. So, with this strategy, the Kampung stay Desa Murni got to increase the number of tourists to visit the village. In this way, they got the opportunities to make the international tourist come to Kampung stay Desa Murni to join the program.

Discussion & Recommendations

As a result of the information obtained, Parit Bugis Homestay is the best homestay in Malaysia because this village has received several awards based on national and state. The results of the study also show that the elements of homestay from the environment the villages were good and always treat the tourist with kind and believe that it is the strength of their village. There were 38 homestays at Johor and Parit Bugis Homestay has its strength and does not afraid of the competitors. For example, the homestay has offered various types of traditional food and activity for the tourist. The homestay program also was under MOTAC and they will check the homestay security and safety every two years. MOTAC also provided Tourism Course for the participants to take part in, so they can improve themselves. Strategies used by homestay is to attract more visitors. The village head has asked the Cultural Officer in Johor Bahru to guide on the right way to perform the activity. Last, the village head will send some operators to take part in the activity to learn it. In addition, the village has planting activities, such as paddy, potato, chili. In the previous, they use the traditional tools, but now they have used a modern machine to harvest. To attract the tourist attention, the village head has created some competition such as the beauty of "baju batik". The tourists may add on some money to design their own's batik, then they can keep it as a souvenir.

Based on the findings, the researcher found that Kampung Desa Murni was the first village that involves in homestay program that organizes by MOTAC. Kampung stay started in 2010 and still, the first kampung has registered. Kampung stay Desa Murni has received a certificate from MOTAC. With the certificate, kampung stay will be used to undergo public awareness around Malaysia to corporate with other villages. Meanwhile, kampung stay has corporate around 20 to 30 villages every year. The elements of kampung stay by MOTAC kampung stay is still focused on the tourist come to Desa Murni but it upgraded with the facilities. These facilities are needed by the tourist outsider. Kampung stay also provides a green and chemical-free environment, comfortable and fresh air with several activities that are environmentally friendly and affordable. The operators will attend both of the agencies. Kampung stay need to train as to improve. As the term and conditions to join the kampung stay program is to prepare a house that equips with necessary facility and build good environment and good safety, then the relevant agencies will check whether the participant fulfils the condition or not. The operator will be attending the courses that organize by the government and stakeholders. They will be teaching us the way to greeting the tourist, how to take care of their privacy and others. After the courses, they will receive a certificate.

The researcher has submitted several suggestions to Parit Bugis Homestay in order to achieve the standards given by MOTAC to do some improvement for the future. Development of employee human capital to receive exposure to high skills in various fields. This is because skills in various fields will facilitate matters and provide benefits to the homestay. Furthermore, employees will be more creative to innovate homestays. This will also make employees more likely to be interested in using cutting-edge technology nowadays. This is also further recommended when using such mobile phones and computers to facilitate reservations by tourists to experience the experience of staying in a homestay. This disclosure can also be made by holding routine classes for employees to learn the use of the platform in improving the quality of homestays in the future. Thus, when the employees are skilled, they will have a creative idea in operating the official homestay site.

Recommendation for providers or tourism at Kampung stay Desa Murni. Improve communication skills and use of social media among employers, employees and the community. In this era of cutting-edge technology, the researcher can do work and get information with our fingertips. It is because a variety of the latest gadgets can make things easier for users. Therefore, Kampung stay Desa Murni needs to improve communication skills and the use of social media. Communication skills are very important to ensure that foreign tourists feel satisfied with the treatment provided during their stay. Kampung stay Desa Murni needs skilled operators and should develop a major website for tourists to get the latest information on services, package offers, and activities provided. Operators can also promote Kampung stay Desa Murni through social media such as Facebook, Instagram, and Tik Tok.

Conclusion

The aim of this study is to examines the difference between the homestay programs and the kampung stay programs introduced in Malaysia which it only focused on Parit Bugis Homestay, Johor and Kampung stay Desa Murni, Pahang. It is important to highlighted that both program; homestay and kampung stay has been recognized as one of the most potential Communities-Based Tourism (CBT) concept and new agenda in tourism industry. The tourists get the opportunity to visit the rural areas without living with host family. However, the host treats the tourist very well to make them enjoy and felt appreciate by host. The homestay program was recognized under MOTAC and they will check the homestay security and safety every two years to ensure the qualities of services besides MOTAC also provided Tourism Course for the participants to take part in, so they can improve themselves. Strategies used by homestay and kampung stay in promoting to attract the tourist with an online digital platform like social media such as Facebook, YouTube and have a website to develop one system for booking online and paid online. The offline marketing, kampung stay visit the tourist through forward like join the seminar of tourism, promotions, event to grow the business, visit ministry office and agency.

References

Abdullah, , N. C., & Sanusi, Z. M. (2015). Governance of rural tourism: Legal and policy framework of selected countries. *Tourism, Leisure and Global Change, 2*(1), 112.

Abukhalifeh, Wondirad, A. (2019). Contributions of community-based tourism to the socio-economic well-being of local communities: the case of Pulau Redang Island, Malaysia. *International Journal of Tourism Sciences, 19*(2), 80-97. doi:10.1080/15980634.2019.1621521

Bernama. (2016, october 17). *Kampung stay New Tourism Product to Attract Tourists*. Retrieved december 5, 2020, from astro awani: https://www.astroawani.com/berita-malaysia/kampung-stay-new-tourism-product-to-attract-tourists-nazri-119573

Bhuiyan, M. H. (2019). *Homestay for Community Based Tourism Development at Kampung Jelawang in Kelantan, Malaysia, 3*, 394. Retrieved from https://www.researchgate.net/publication/332738531_Homestay_for_Community_Based_Tourism_Development_at_Kampung_Jelawang_in_Kelantan_Malaysia

Black, K. (2010). “Business Statistics: Contemporary Decision Making”. *6th edition, John Wiley & Sons*.

Halpenny, E., & Acharya, B. P. (2013). Homestays as an Alternative Tourism Product for Sustainable Community Development: A Case Study of Women-Managed Tourism Product in Rural Nepal. 6. Retrieved from https://www.researchgate.net/publication/271991638_Homestays_as_an_Alternative_Tourism_Product_for_Sustainable_Community_Development_A_Case_Study_of_Women-Managed_Tourism_Product_in_Rural_Nepal

Homestay Parit Bugis. (2012, july 09). Retrieved november 22, 2020, from http://homestayparitbugis.blogspot.com/

Hussin, R., & Kunjuraman, V. (2014). Homestay Programme. *Sustainable Community-Based Tourism (CBT) Through Homestay Programme In Sabah, East Malaysia*, 44. Retrieved from https://www.researchgate.net/

Kamarudin, K., & Abd Wahid, S. (2014). Indicators of Sustainable Community Based Rural Tourism: A Review. *Indicators of Sustainable Community Based Rural Tourism: A Review*. Retrieved december 4, 2020, from http://eprints.utm.my/

Kamarudin, N. (2018, august). Retrieved november 22, 2020, from Coop Malaysia Update: http://eng.angkasa.coop/

"Kampung stay Desa Murni". (2012). Retrieved 11 20, 2020, from kampungstay malaysia: https://www.kampungstaydesamurni.com/

Kayat, K. (2009, june 7). *The Nature of Cultural Contribution of a Community-based Homestay Programme*, 146. Retrieved from https://mpra.ub.uni-muenchen.de/

Kunjuraman, V. (2019). Kajian terhadap syarat dan fenomena semasa dalam pembangunan program homestay di Malaysia. *Malaysian Journal of Society and Space, 15*(1).

Ministry of Tourism, Arts and Culture Malaysia. (2014, August 6). Retrieved from Ministry of Tourism, Arts and Culture Malaysia: http://www.motac.gov.my/en/archives/2015/registration-of-homestay-on-voluntary-basis-the-star-06-08-2014

Ministry of Tourism, Arts and Culture Malaysia. (2015, march 02). Retrieved November 20, 2020, from http://www.motac.gov.my/program/pelancongan/homestay-kampungstay

Ministry of Tourism, Arts and Culture Malaysia. (2019, august 14). *muat turun dokumen.* Retrieved november 5, 2020, from Ministry of Tourism, Arts and Culture Malaysia: http://www.motac.gov.my/muat-turun/category/12-kampungstay

Ministry of Tourism, Arts and Culture Malaysia. (2020, october 23). Retrieved november 22, 2020, from http://www.motac.gov.my/en/check/list-of-companies-not-registered

"Perbezaan Guest House". (2017, june 7). Retrieved 11 15, 2020, from mycribbooking: https://www.mycribbooking.com/blog/perbezaan-guest-house-kampungstay-dan-homestay-16899

Raja, P. P. (2013). Transformasi dan Pembangunan Luar Bandar : Kesan Ke Atas Penduduk dan Persekitaran. *1*(2).

Richardson, K. (2003, october). *International Education: The Quality of Homestay Services* , 1. Retrieved from http://docplayer.net/56529234-International-education-the-quality-of-homestay-services-kathryn-richardson.html

Tessier, S. (2012). From Field Notes , to Transcripts , to Tape Recordings : Evolution or Combination ? *University of Alberta*.

Zainon, Z. (2010). Galak Khidmat Homestay Terbaik. doi:http://ira.lib.polyu.edu.hk/bitstream/10397/60695/1/Kamisan_Challenges_Community_Development.pdf

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

THE EFFECT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE AMONG HIGHER EDUCATION STUDENTS

Nabilah Mohd Shamsudin, Natasha Nadia Saleh, Nur Saidatul Umira Badrul Hisam, Manjula Manivannan & Roslizawati Che Aziz

Faculty of Hospitality, Tourism and Wellness
Universiti Malaysia Kelantan
Corresponding email: **roslizawati@umk.edu.my**

Abstract: *Social media are web-based services that give people the opportunity to create either a public or semi-public profile in that system. In addition, it helps in term of sharing a connection and view and transfers their list of connections and those made by others within the system. Therefore, this study was carried out with the aim of examining the effect of use of social media on students' academic performance among higher education students in Malaysian. In other to measure social media platforms a questionnaire was developed based on past literatures. The independent variables include health addiction, time duration, also connection to engagement while the dependent variable was the effect of social media on students' academic performance among higher education students in Malaysia. It also employed the use of online survey method using survey questionnaires that contains 30 items with a Likert Scale (Strongly Disagree, Disagree, Moderate, Agree and Strongly Agree). The sample of 385 students from public and private universities in Malaysia was selected using simple random and convenience sampling method. Data has been collected and analyzed via SPSS 24 version. The Pearson's correlation coefficients are for independent variables to determine the correlated with student's academic performance. Thus considering the use of social media platforms by university's students in Malaysia especially can be help in their education to be more expedient and effective which will eventually result in a positive effect on their academic performance if they can use it in correct way.*

Keywords: *Social Media, Academic Performance (CGPA), Health Addiction, Time Duration*

Introduction

According to Dollarhide, (2020), social media is defined as computer-based technology that can help the distribution of ideas, beliefs, and information to connect of virtual networks and communities. By design, social media is internet-based and provides users rapid electronic communication of content. Content includes personal information, documents, photos and videos. Users connect with social media via smart phone, computer or tablet through web-based software or web application, regularly using it for texting. The reach and usage of social networks is growing widely by leaps and bounds due to massive penetration of internet, low tariff rates and inexpensive electronic devices providing a tough competition to the print and digital media in shaping opinions on variety of social issues.

In Malaysia, the average users of social media spend about five hours and forty-seven minutes a day through platforms, the latest research from YouGov reveals. The data shows the users spend more than nine hours per day checking social media accounts which is one in six (17%), compared to who are online for less than an hour with just 7% (Ho, 2019). There are the statistics users of social media in Malaysia within October 2019 until October 2020. Refer to figure 1.1 about the statistics.

Based on Statcounter, (2020), among social media networks in Malaysia in terms of reach, the number of global users for the most popular social media in October 2020 is as follows Facebook topped as the most active platform with internet users accounting 84.47% Malaysian users. The popularity of Facebook followed by Pinterest with 6.55% Malaysian users, Twitter with 3.47%, YouTube with 2.92%, Instagram with 1.99%, Reddit with 0.22%. Social Media has many positive effects on education including better communication, timely information, socializing online, learning, enhancing skills, making a career among others. But the same has some negative effects which include identity theft, cyber bullying, and social isolation (Gurugam, 2019).

Some of the main challenges appeared from the utilization of social media could also be mentioned to spread from the daily challenges of all social interactions. Social media platforms such as Facebook and Twitter encourage social exchange and as such, each bring our own issues to the interactions that have. Through this, it is important to maintain the same notions of mutual respect and understanding that attempt to foster in the physical environment, in the classroom, the community and beyond. When discussing the opportunities and challenges inherent in a social online setting the issues such as privacy, safety, professionalism and setting boundaries are areas of consideration. The best deal of these issues by establishing clear guidelines and expectations in the classroom (Brokamp, Corum, Isberg, Walsh, & Ward, 2012).

There are three objectives of this research:

1) To examine the effect of health addiction on students' academic performance among higher education students in Malaysia.
2) To examine the effect of time duration on students' academic performance among higher education students in Malaysia.
3) To examine the effect of connection to engagement on students' academic performance among higher education students in Malaysia.

Significance of the Study

The finding of this research showed the effect of using social media on students' academic performance at higher education institutions in Malaysia. It can give some benefits toward students. Social media helps higher education institutions in the academic sector. Through social media can also strengthen the material available on social media sites that can help in their lessons or research. Through social media can also strengthen the material available on social media sites that can help in their lessons or research. One of social media platform such as Facebook can allow users to build and maintain relationships and encourage others to be a part of a community among students. Next, is Google Meet, students use it for communications, to discuss the study material, connect with classmates and study groups (Amin, Mansoor, Hussain, & Hashmat, 2016). Social media makes it easier for users to share ideas from different sources. It is a fact that the education system is much better in many developed countries and having friends in overseas enables students to come up with effective methods of sharing and learning. The same goes for educators who use the social media as a platform to answer questions and guide their students' progress.

Literature Review

Social Media on Students' Academic Performance

Social media a platform that allow students to interact with one another, with their educators to access their course contents, customization and build student communities (Ansari & Ali Khan, 2020). Social media plays an important role in every student's life. It is often easier and more convenient to access information, provide information and communicate via social media. Educators and students can be connected to each other and can make good use of these platforms for the benefit of their learning and teaching (Cumbria, 2020).

Every year, there are thousands of students continue their studies at universities. Study environment play important role using social media in higher education students when it used in a right way. Social media can enhance student's learning journey, also making it much easier for students and educators to connect. Beneficial of social media can be obtained in term of learning. The various platform of social media, lecturer can connect with student and incorporate social media to their lessons, making them more interesting, relatable and engaging (Segaren, 2019).

Social media being as a supportive platform for students and educators not only in learning besides that it helps to communicate regarding the assessment or task that have been given by the educators. The researcher further stated that social media influence in students' academic performance. Altogether, social media can be said widely used by all student among higher education in Malaysia for various reasons and activities.

Effect of Health Addiction on Social Media towards Students' Academic Performance

Social media has become the focus of attention in higher education students' circle. The growing of social media is expressively influencing the academic life of students. Today social media has been accepted by higher institutions. Students making this platform to connect with their educators, fellow students and other higher specialists across the board (Amankwaa, Raymond Owusu Boateng & Afua, 2016). Nowadays, many types of social media have been published such as Facebook, WhatsApp, Instagram, YouTube, Twitter, Google, and LinkedIn. All these are being used in learning purpose of convenient communication with other students and potentially with others outside the class. In this case, social media may be giving an effect on students' health like addiction.

Social media addiction states that mental anxiety about over limit use of social media and the distribution time in such way that, it could effects other social activities of individuals such as professional activities and occupational, interpersonal relationships and health leading to disturbance of the users their life and may lead to negative effect on physical and psychological health and causes behavioral disorders, depression, anxiety and mania. (Azizi, Soroush, & Khatony, 2019).

The overuse of social networks has positive and negative academic, social, and health concerns for the students. The overuse of social media by students can contribute on reduced academic performance that can be the factors of students' addiction in using social media such as dating, gaming, online shopping and entertainment. Using gadgets to access the internet, user personality trails, searching for pornographic images and low self-esteem. This can be supported on the study on medical students showed that students who used social networks and internet more than average had a poor academic achievement and low level of concentration in the classroom (Azizi, Soroush, & Khatony, 2019).

The Effect on Time Duration on Social Media towards Students' Academic Performance

On average global internet users spent 2 hours and 22 minutes on social media per day, though trends differed widely by country. However, to have a good management time is very hard to assist. There are lots of interruptions out there that disturb from the students to complete their assignments. Social media being list in bad offenders, with a huge effect on a student's capability to stay focused and manage their time appropriately (Ratnesh, 2019). Social media is not a merely bad influence on students. Such as any type of recreation or entertainment, it has some good things and only starts being risky when students use unreasonably. In fact, social media can support students with their grades just as much as it can damage them (Ratnesh, 2019).

People cannot assume the spending time on social media is a waste after all. However, students only have twenty-four hours in a day and students needs to be well-adjusted the time between things want to do and need to do, such as academic purpose. Students who spend more than an hour of free time on social media soon disturbs the time they have for studying. (Ratnesh, 2019). Higher education students spend more time with their media social without notice that there an assignment need to finish up. Students also not be able to submit their work on time. If the students are spending more time on browsing Facebook or Twitter, it could risk the student on completing assignments. Without any doubt, the students who use often on social media can give effect on their time management (Ratnesh, 2019).

According to Acheaw & Larson (2015) the amount of time spent daily on social network sites diverse greatly. However, most students spent approximately 30 minutes a day socializing, mostly during the evening hours between 9 p.m to 12 a.m students spent an average of 47 minutes a day on Facebook. More than 50% of students go on a social networking sites few times a day (Sheldon, 2008). The communication of social media tools attracts students to become active users, who can help in learning experiences with peers and educators and take resources and notes from their educators. Students have easy and quick access to social media sites through which they can get knowledge and share their information by educators, peers, family and other colleagues. If the students use the time wisely, students will get the benefits from social media in the right way.

The Effect of Connection of Engagement on Social Media towards Students' Academic Performance

This online platform is usually used to build social networks or social relations with other people who share similar personal or career interests, activities, and background or real-life connections. But, unfortunately, social networking is transforming the behavior of youth, especially students with their parents, and peers (Kircaburun, Ahabash, Betul, Tosuntas, & Griffiths, 2020). Social media has brought the information tools into a new world by Internet change. Social media also has created the new alternative of information, communication, and interconnectivity with one another without using face-to- face methods among the students. Based on the research showed that social media used motives of meeting new people and socializing, expressing or presenting more popular self, and passing time and entertainment were associated with impact of social media use.

Social media is another alternative for students to stay in touch in cyberspace due to the difficulty of meeting face to face (Chukwuere & Chukwuere, 2017). According to Al-Sharq et al. (2015), the changes brought about by social media have given motivation to students, besides that stakeholders can also improve the way they attend through interaction and learning on social sites. The application of social media in education and life in general is very easy, cheap because there is no need to go out to meet which can save fares or vehicle money and also save time (Chukwuere & Chukwuere, 2017).

Students use social media to communicate with their lecturers and friends. Nowadays, students consume social media anywhere and at any time where internet connection is available. Sometimes, lecturers plan things that have not been discussed in class, so educator will make another appointment. With this, social media will be a place to discuss about any matters that have not been taught in the class before. In addition, if the student does not understand anything about the topic, students can discuss through social media platforms with their respective educators. Social media creates a liberal environment for students to discuss or share their views and opinions freely with educators and other peers (Amankwaa, Raymond Owusu Boateng & Afua, 2016).

Students that can adopt its benefits of social media will receive positive outcomes especially in education performance such as sharing knowledge, socializing, updating oneself and more (Akram, 2018). Socializing is important because it allows students to exchange ideas, make new friends, and learn new things and this outcome makes them more confident in life. Social media also offers an easy and better way for students to share knowledge because they can simply access the information, study, and share (Lenhart, 2015). According to Akram (2018), social media also can give the negative effect to students especially in academic performance. Help reduced learning and research capabilities because for students it easily depending on social networking site to reach all information. The result is students less skill of thinking.

In addition, media social development can reduction real human contact, less time to approach people face- to- face that can decrease relational abilities. This proven, when fresh graduate being eliminate from working industry because of less relational abilities with employer. Many students use media social will have problems in usage of language and creative writing skills because they generally use slang words to interpersonal communication. Usually, student with social media are find at low grades students rather than students without media social. Media social can give unmotivated towards students if the usage uncontrollable.

Research Hypothesis

H1: There is an effect of health addiction on social media to students' academic performance among higher education students in Malaysia.

H2: There is an effect of time duration on social media to students' academic performance among higher education students in Malaysia.

H3: There is an effect of connection on engagement on social media to students' academic performance among higher education students in Malaysia.

Research Framework

The effect of health addiction, the effect of time duration and the effect of connection to engagement on students' academic performance among higher education students in Malaysia were independent variables while social media on students' academic performance among higher education students in Malaysia was the dependent variable. Figure 1 have showed the impact of social media on students' academic performance.

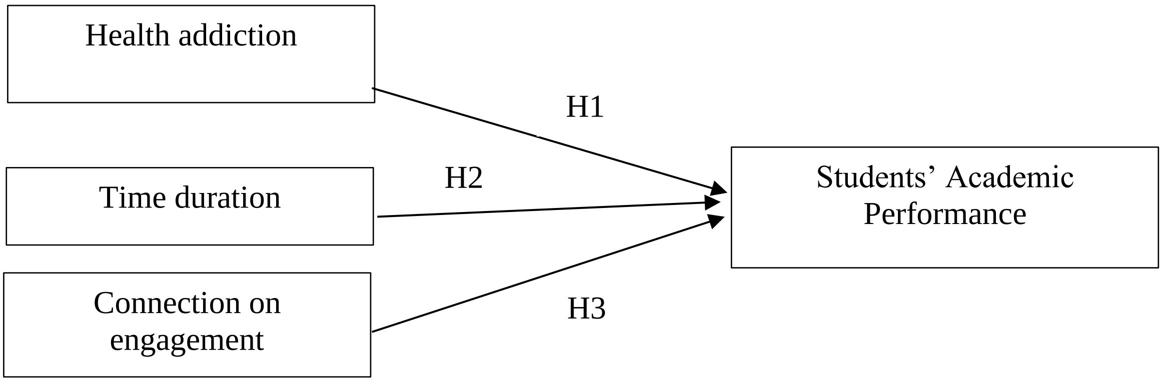


Figure 1: Conceptual framework of the study

Methodology

Research Design

The design of the study was a cross sectional study which is correlation with quantitative research. This research hold among public and private universities students in Malaysia. Questionnaires had been distributed through online using google forms. Explanation had been given to the respondents after they agreed to answer the questionnaires. The questionnaires had been collected after the respondents done fill up

Sampling

This research used simple random and convenient sampling methods. Here, the sample is showed from the target population in each and every member of the population as equal and chance of being the subject of the sample (Kumar, Talib, & Ramayah, 2012). The sample of students has been recorded according to the students of selected universities. By using Cochran's for sample size, there were 385 respondents answered the questionnaire. The distributed questionnaire was using simple random and convenient sampling method.

Data Analysis

The data will be analyzed by using Statistical Package for the Social Science (SPSS) version 24. There are three types of analysis will be use in this research:

1) Descriptive analysis

Descriptive analysis is the transformation of raw data into a form that will make them easy to understand and interpret; rearranging, ordering, and manipulating data to generate descriptive information (Zikmund, Babin, Carr, & Griffin, 2014). In this descriptive analysis, there are four types of measurement which are nominal, interval, ordinal and ratio. In this analysis, researcher use this to determine demographic profile of respondent.

2) Pearson's Correlation Coefficient

Pearson's correlation coefficient is defined as the test statistics which can measures the statistical relationship between two constant variables. It is identified as the great method of measuring the corporation between variables of interest because it is based on the method of covariance. It gives information about the magnitude of the correlation and the direction of the relationship. A correlation coefficient of .10 is thought to represent a weak or small association; a correlation coefficient of .30 is considered a moderate correlation; and a correlation coefficient of 50 or larger is thought to represent a strong or large correlation (Solutions, 2020). There are many rules of thumb on how to interpret a correlation coefficient, but all of them are domain specific. For example, here is correlation coefficient interpretation for behavioral sciences offered by Hinkle, Wiersm and Jurs (2003):

3) **Reliability test – To determine the reliability of the questionnaire.**

Findings and Discussion

Table 1 shows the distribution of respondents according to the demographic characteristics using descriptive analysis. It shows that majority of the respondents were female (71.3%). 19-23 years old were most using media social with 72.2%. The highest respondents' falls in the group of Malay race with 75.4%. Majority of respondent are from public universities which is rate at 83.0% and followed by private universities with 17%. The respondents among degree holder rate at highest which is 66.5%.

Table 2 shows the distribution of respondents according to the social media preferences. Most of universities students preferred to use more than one platform of social media rather than one platform. About 93.5% preferred to use more than one social media platform. Most respondents spending their time on using social media more than 3 hours per day which is 47.6%. Majority of respondents choose more than one purpose (getting an information, fun and entertainment, academic performance, and others: photos and videos) which is rate at 95%. The highest of time to access social media falls to more than one (during free time, mealtimes, and any spare moment) which is rate 82.8%. Respondents who use mobile data rate at highest which is 62.7%.

Table 3 shows the summary of the Cronbach's Alpha of each scale (Real test). Cronbach's Alpha Coefficient each scale is to determine the relationship between independent variable (health addiction, time duration and connection to engagement) and dependent variable (students' academic performance (CGPA)). The result of Cronbach's Alpha for IV1 (health addiction) is 0.637 which is moderate, while the result for IV2 (time duration) is 0.754 which is very good. The result of IV3 (connection to engagement) is 0.913 which is excellent.
Table 4 shows the test of normality. Based on Kolmogorov-Smirnova, it is deviate from normal distribution which is the value of significant of dvmean is 0.003, while IV1, IV2 and IV3 are the same value of significant which is 0.000. The p-value shows below 0.05. So, if $p < 0.05$ the null hypothesis is rejected. As a rule of thumb, When $P > 0.05$, null hypothesis accepted and data are called as normally distributed. While, The Shapiro-Wilks in table 4 shows deviate from normal distribution which is the significant value of dvmean, IV1, IV2 and IV3 are the same value which is 0.000. The p-value shows below 0.05. So if $p < 0.05$ the null hypothesis are rejected. Based on this study, the graphs are in bell-shaped and the graph assumes as normality.

Table 5 shows the Pearson's Correlation Coefficient Analysis measurement. The table shows the results of the correlation effect between the independent variable (health addiction, time duration and connection to engagement), the dependent variable (academic performance (CGPA)). It shows that a p-value of 0.714 is more than 0.05, indicating that there is no significant effect between health addiction on students' academic performance (CGPA). A negligible correlation coefficient of 0.016. It shows that a p-value of 0.700 is more than 0.05, indicating that there is no significant effect between time duration on students' academic performance (CGPA). A negligible correlation coefficient of 0.019. It shows that a p-value of 0.706 is more than 0.05, indicating that there is no significant effect between connection to engagement on students' academic performance (CGPA). A negligible correlation coefficient of 0.018. As the results, the researcher can conclude that there is no effect between independent and dependent variables in this study. In this study proved that the social media has many positive effects on education.

The goals of this study are to examine the effect of social media on academic performance among Malaysian higher education students in terms of health addiction, time duration, and connection to engagement. There are three effects has been identified that leads to the students' academic performance among higher education students in Malaysia. The key findings of the study include the CGPA students at higher education institutions. Based on the findings, all the hypothesis was not accepted. There are three independent variables were discussed and was proved justification in retail after analysing the data results.

The effect of health addiction on students' academic performance among higher education students in Malaysia.

Previous study found that university students are 'addicted' to social media and experience withdrawal symptoms like substance related addictions. The researcher also found that students using many social media platform experience depression and anxiety symptoms (Azizi, Soroush, & Khatony, 2019). Fortunately, in this study researcher found that there is no effect of social media on students' health addiction. This is because most of the respondent which are from public and private students are aware on utilizing social media to prevent their self from being mentally and physically addicted. People nowadays have incredible technology at their disposal that they can use to make a significant difference. It is critical that people use technology in constructive ways. Social media is the best place to start this movement. Twitter, for example, is a hugely popular social media platform that students use on a daily basis. It has the power and potential to raise massive amounts of mental health awareness. The best way to raise awareness is to place important mental health-related topics on the trending list.

Based on previous studies, basically the overuse of social media by students can contribute on reduced academic performance that can be the factors of students' addiction in using social media (Azizi, Soroush, & Khatony, 2019). In this study, researcher found that the health addiction does not affect on students' academic performance (CGPA) among higher education students in Malaysia.

The effect of time duration on students' academic performance among higher education students in Malaysia.

On previous study, researcher found that there is an effect of time duration on students' academic performance. The study found that some students thought that social media created disturbance and was time intense (Yeboah & Blankson, 2014). But in this study, researcher found that there is no effect of time duration on students' academic performance. For the time duration researcher found that many students for both universities still can manage their time on using social media and academic. Nowadays, technology can be acceptance and they could not be shocked by improvement of the technology. During this days, social media consists lot of education materials that can be used by students and help in their study. Students can learn more about education from the social media to gain their knowledge.

Based on previous study, it states that students who spend more than an hour of free time on social media soon disturbs the time they have for studying (Ratnesh, 2019). But in this study, shows that the time duration does not effect on students' academic performance (CGPA) among higher education students in Malaysia. Previous research indicates that there is no significant relationship between time duration on social media platforms and students' academic performance. There is a significant relationship between internet addiction and students' academic performance. This is because the more students are addicted on using social media, the more students are spending their time on it (Mensah & Nizam, 2016). The social media websites seem to bring positive influence on students use these sites as tools to obtain information and resources for their academic planning (Ng, Zakaria, Lai, & Confessore, 2016).

The effect of connection to engagement on students' academic performance among higher education students in Malaysia.

On previous study, researcher found that there is also an effect of connection to engagement on students' academic performance. The study found that, social networking is transforming the behavior of youth, especially students with their parents, and peers (Kircaburun, Ahabash, Betul, Tosuntas, & Griffiths, 2020). While, in this study researcher found that social media give slightly effect on connection to engagement. Respondent believes that most of the social media users spend more time on social media rather than spend with their family or friends. It is common for students of this generation to have hundreds of friends, yet to experiences does not always live up to the hype. This part many of students feel isolated and alone. Although, students may have hundred or thousand online friends' students may have few actual friends in their real life that can rely on.

Based on previous study, the result is students less skill of thinking. In addition, social media development can reduction real human contact, less time to approach people face - to - face that can decrease relational abilities. This proven, when fresh graduate being eliminate from working industry because of less relational abilities with employer (Akram, 2018). But in this study, it is proved that the connection to engagement does not affect students' academic performance (CGPA) among higher education students in Malaysia.

Conclusion

The aim of the study is to examine the factors that affect the performance of students when they use social media as one of the platforms for new norm in higher education. There are 385 respondents has been involved in this study through online questionnaire. There are few types of social media platform that being chosen by the respondent such as Facebook, Instagram, Google Classroom and Google Meet with the number of frequencies usage of the social media between three to six times a day. Based on three factors examined in this study which is health addiction, time duration and connection to engagement; it is found that all variables are slightly affect the students' academic performance (CGPA). It is proved that social media is helps students in their academic performance. This is because nowadays students are exposed with the presence of social media and it give more positive effect than negative if the students are realized that social media can be the good influence in their life especially on their academic performance.

References

Akram, W. (2018). A Study on Positive and Negative Effects of Social Media on Society. *Research Gate* .

AL-Deen, H. S., & Hendricks, J. A. (2013). *Social Media Usage and Impact*. Retrieved from Rowman& Littlefield: https://rowman.com/ISBN/9780739167304/Social-Media-Usage-and-Impact.

Armstrong, S. (2014). *Negative Effects of Social Networking Sites for Students*. Retrieved from Business 2 Community: https://meet.google.com/linkredirect?authuser=0&dest=https%3A%2F%2Fwww.business2community.com%2Fsocial-media%2Fnegative-effects-of-social-networking-sites-for-students-0311887.

Awuah, L. (2015). Supporting 21st-Century Teaching and Learning: The Role of Google Apps for Education (GAFE). *Journal of Instructional Research*, 11.

Azizi, S. M., Soroush, A., & Khatony, A. (2019, May 3). *The relationship between social networking addiction and academic performance in Iranian students of medical sciences: a cross-sectional study*. Retrieved from BMC Psychology: https://meet.google.com/linkredirect?authuser=0&dest=https%3A%2F%2Fbmcpsychology.biomedcentral.com%2Farticles%2F10.1186%2Fs40359-019-0305-0

Barnes, C., & Tynan, B. (2007). The adventures of Miranda in the brave new world: Learning in a Web 2.0 millennium. *ALT-J Association for Learning Technology journal* .

Blogs, L. F. (2020). *Why Youtube Is Important For Teachers And Students*. Retrieved from Learn From Blogs: https://learnfromblogs.com/why-youtube-is-important-for-teachers-and-students.

Boateng, R. O., & Amankwaa, A. (2016). The Impact of Social Media on Student Academic Life in Higher. *Global Journal of HUMAN-SOCIAL SCIENCE: G*.

Brokamp, C., Corum, L., Isberg, J., Walsh, S., & Ward, E. (2012). *Social media and the classroom*. Retrieved from Weebly: https://socialmediaandtheclassroom415.weebly.com/social-media-issues.html.

Bullen, P. B. (2014). *tools4dev*. Retrieved from How to pretest and pilot a survey questionnaire: http://www.tools4dev.org/resources/how-to-pretest-and-pilot-a-survey-questionnaire/

Center, L. o. (2017, August 29). *Rush Archives*. Retrieved from Library of Rush University Medical Center: https://rushu.libguides.com/c.php?g=694134&p=4919625

Com, V. (2008). *Duration*. Retrieved from vocabulary.com: https://www.vocabulary.com/dictionary/duration

Cumburia, U. o. (2021). *Why use Social Media: Good Reason to use Social Media*. Retrieved from University of Cumburia: https://my.cumbria.ac.uk/Student-Life/it-media/Social-Media-Guidance/Why-use-social-media/

Devi, K., Eragamreddy, G., & Lakshmi , V. (2019). Role of Social Media in Teaching-Learning Process. *Research Gate*.

Dhand, N. (2015, June 11). *Descriptive Analysis: Take it easy!* Retrieved from Statulator: http://www.statulator.com/blog/descriptive-analysis-take-it-easy/#:~:text=A%20descriptive%20analysis%20is%20an,to%20conduct%20further%20statistical%20analyses

Dollarhide, M. E. (2020, september 26). *Social Media Definition* . Retrieved september 6, 2020, from Investopedia: https://www.investopedia.com/terms/s/social-media.asp

GoodTherapy, L. (2007). *What is Friendship?* Retrieved from GoodTherapy, LLC. All rights reserved.

Gupta, P. (2015, July 24). *Importance of social media in higher education* . Retrieved from Ed Tech Review: https://edtechreview.in/trends-insights/insights/2041-social-media-in-higher-educatio

Gurugam. (2019). *Positive and negative impacts on education* . Retrieved from Tula's International School the modern Gurukal : https://tis.edu.in/blog/positive-and-negative-impact-of-social-media-on-education/

Hailegebreal, G. (2016). Definitions of attitudes and perception. *Research Gate*.

Hair, J., Celsi, M., Money, A., & Samouel, P. (2015). The essentials of business research methods: Third Edition. *Research Gate*.

Henderson, G. (2020, August 24). *How Much Time Does The Average Person Spend On Social Media?* Retrieved from Digital Marketing Blog.

Hudson , M. (2020, June 23). *What Is Social Media?* Retrieved from The Balance Smb : https://www.thebalancesmb.com/what-is-social-media-2890301#:~:text=Definition%20and%20Examples%20of%20Social%20Media&text=Matthew%20Hudson%20wrote%20about%20retail%20for%20The%20Balance%20Small%20Business.&text=Social%20media%20refers%20to%20websites,%2C%

Hussain , D. (2012). A Study to Evaluate the Social Media Trends among University Students. *Research Gate* .

Lekach, S. (2020, May 8). *I finally get why people obsessively use WhatsApp*. Retrieved from Mashable, Inc. All Rights Reserved: https://mashable.com/article/obsessed-with-whatsapp/

IBM Corporation. (2017). *IBM*. Retrieved from IBM Corporation : https://www.ibm.com/docs/en/spss-statistics/25.0.0?topic=features-reliability-analysis

India, P. o. (2014, April 29). *Facebook can help students learn better: Study*. Retrieved from Gadgets An NDTV Venture : https://gadgets.ndtv.com/social-networking/news/facebook-can-help-students-learn-better-study-515764

International, S. (2018, January 16). *Social Media and its Impact on Student Life*. Retrieved from Student Job Blog: https://www.studentjob.co.uk/blog/1833-social-media-and-its-impact-on-student-life

Julian. (2017). How to define social media - An academic summary . *Julian Hopkins, PhD*.

Juneja, P. (2015). *Secondary Data*. Retrieved from Management Study Guide Content Team: https://meet.google.com/linkredirect?authuser=0&dest=https%3A%2F%2Fwww.managementstudyguide.com%2Fsecondary_data.htm

Karadkar, A. (2015, September 13). *The impact of social media on student life*. Retrieved from Technician online: http://www.technicianonline.com/opinion/article_d1142b70-5a92-11e5-86b4-cb7c98a6e45f.html

Kircaburun, K., Ahabash, S., Betul, S., Tosuntas, & Griffiths, M. D. (2020). Uses and gratifications of problematic social media use among university students: A simultaneous examination of the big five of personality, social media platforms and social media use motives. *SPRINGER*.

Koppar, R. (2020, November 26). *Colleges in Karnataka are using social media to bring students back to class*. Retrieved from edex live: https://www.edexlive.com/news/2020/nov/26/colleges-in-karnataka-are-usingsocial-media-to-bring-students-back-to-class-16153.html

Kumar , M., Talib, S. A., & Ramayah, T. (2012). Business Research Methods. In O. University, *Business Research Methods.* Oxford Fajar Sdn. Bhd.

Lavrakas, P. J. (2008). Target Population. *SAGE Research Methods*.

Lekach, S. (2020, May 20). *why people get obsessively use whatsapp*. Retrieved May 20, 2020, from Mashable: https://mashable.com/article/obsessed-with-whatsapp/

Lenhart , A. (2015, AUGUST 6). *Chapter 4: Social Media and Friendships*. Retrieved from Pew Research Center : https://www.pewresearch.org/internet/2015/08/06/chapter-4-social-media-and-friendships/

McLeod, S. (2019). *Likert Scale Definition, Examples and Analysis*. Retrieved from Simply Psychology: https://www.simplypsychology.org/likert-scale.html

Mensah, S. O., & Nizam, D. I. (2016). THE IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE- A CASE OF MALAYSIA TERTIARY INSTITUTION. *International Journal of Education, Learning and Training*.

Meymo, S., & Nyström, K. (2017). Why do elderly not use social media? *Department of informatics*.

Mingle, J., & Adams, M. (2015). Social Media Network Participation and Academic Performance in Senior High School in Ghana. *Lincoln*.

Minocha, S. &. (2015, April 2). *Handbook of Social Media for Researchers and Supervisors*. Retrieved from Vitae Publication : https://www.vitae.ac.uk/vitaepublications/reports/innovate-open-

Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive Statistics and Normality Tests for Statistical Data. *Annals of Cardiac Anaesthesia*.

Mowafy, G. (2018). The Effects of Social Media on the Academic Performance of Nile University Students. *Social Media Effects on the Academic Performance*.

Ng, S. F., Zakaria, R., Lai, S. M., & Confessore, G. J. (2016). A study of time use and academic achievement. *International Journal of Adolescence and Youth*.

Owusu-Acheaw, M., & Larson, A. (2015). Use of Social Media and Its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana. *Journal of Education and Practice*, 94-101.

Pickens, J. (2005). Attitudes and Perceptions. *Research Gate*.

Ratnesh. (2019). *How Social Media Affects Student Time Management*. Retrieved from Wordpress: https://meet.google.com/linkredirect?authuser=0&dest=https%3A%2F%2Fseeromega.com%2Fhow-social-media-affects-student-time-management%2F

SAGE Publications, I. (2016). *Pretesting and Pilot Testing.* SAGE Publications, Inc.

Salih, A. A., & Elsaid, D. S. (2018). Students Attitude Towards the Use of Social Media for Learning (Case Study: Al-Baha University, College of Sciences & ArtsBiljurashi) . *Journal of Literature, Languages and Linguistics*, 7.

Sedgwick, P. (2012). Pearson's Correlation Coefficient. *Scientific Research* .

Segaren, S. (2019, February 1). *The important role of social media in higher education*. Retrieved from Study International : https://www.studyinternational.com/2019/02/01/the-important-role-of-social-media-in-higher-education/

Solutions, S. (2020). *Pearson's Correlation Coefficient*. Retrieved from Statistics Solutions Advancement Through Clarify: https://www.statisticssolutions.com/pearsons-correlation-coefficient/

Statcounter. (2020, November). *Browser Market Share Worldwide* . Retrieved from Statcounter GlobalStats: https://gs.statcounter.com/

Appendix

Table 1: Distribution of respondents according to the demographic characteristics

Variable	Category	Frequency (N)	Percentage
Gender	Female	298	71.3%
	Male	120	28.7%
	Total	418	100.0%
Age	19-23 years	302	72.2%
	24-28 years	79	18.9%
	29-33 years	24	5.7%
	34-38 years	12	2.9%
	38 and above	1	0.2%
	Total	418	100.0%
Race	Malay	315	75.4%
	Chinese	43	10.3%
	Indian	45	10.8%
	Others	15	3.6%
	Total	418	100.0%
Universities	Public University	347	83.0%
	Private University	71	17.0%
	Total	418	100.0%
High Level Education	Certificate	22	5.3%
	Diploma	75	17.9%
	Degree	278	66.5%
	Master	24	5.7%
	PhD	19	4.5%
	Total	418	100.0%

Table 2: Distribution of respondents according to the social media preferences

Variable	Category	Frequency (N)	Percentage
Preferred Social Media	**Facebook**	**1**	**0.2%**
	WhatsApp	**10**	**2.4%**
	YouTube	**4**	**1.0%**
	Google	**3**	**0.7%**
	Twitter	**9**	**2.2%**
	More than one	**391**	**93.5%**
	Total	**418**	**100.0%**
Spending time on using Social Media Per/day	**Less than 30 minutes**	**18**	**4.3%**
	30-60 minutes	**45**	**10.8%**
	1-2 hours	**68**	**16.3%**
	2-3 hours	**88**	**21.1%**
	More than 3 hours	**199**	**47.5%**
	Total	**418**	**100.0%**
Purpose of using Social Media	**Getting an information**	**5**	**1.2%**
	Fun and entertainment	**11**	**2.6%**
	Academic purpose	**1**	**0.2%**
	Others: photos and videos	**4**	**1.0%**
	More than one	**397**	**95.0%**
	Total	**418**	**100.0%**
Time to access Social Media	**During free time**	**45**	**10.8%**
	Meal times	**3**	**0.7%**
	Any spare moment	**24**	**5.7%**
	More than one	**346**	**82.8%**
	Total	**418**	**100.0%**
Data use to access Social Media	**Prepaid**	**19**	**4.5%**
	Wi-Fi	**137**	**32.8%**
	Mobile data	**262**	**62.7%**
	Total	**418**	**100.0%**

Table 3: Summary of the Cronbach's Alpha of each scale (Real test)

	Variable	Cronbach's Alpha	No. of item
IV1	Health Addiction	0.637	5
IV2	Time Duration	0.754	5
IV3	Connection to Engagement	0.913	5

Table 4: The test of normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
dvmean	.057	418	.003	.946	418	.000
IV1	.117	418	.000	.974	418	.000
IV2	.106	418	.000	.962	418	.000
IV3	.184	418	.000	.902	418	.000

Table 5: Pearson's Correlation Coefficient Analysis measurement

		IV1	IV2	IV3	dvmean
IV1	Pearson Correlation	1	.423**	.382**	.016
	Sig. (2-tailed)		.000	.000	.741
	N	418	418	418	418
IV2	Pearson Correlation	.423**	1	.548**	.019
	Sig. (2-tailed)	.000		.000	.700
	N	418	418	418	418
IV3	Pearson Correlation	.382**	.548**	1	.018
	Sig. (2-tailed)	.000	.000		.706
	N	418	418	418	418
dvmean	Pearson Correlation	.016	.019	.018	1
	Sig. (2-tailed)	.741	.700	706	
	N	418	418	418	418

THE FACTORS OF E-WALLET ACCEPTANCE AMONG CONSUMERS IN KELANTAN

Zul Karami Bin Che Musa[1], Abd Aziz Bin Mat Hassan[1], Muhammad Naqib Bin Mat Yunoh[1], Mahathir Bin Muhamad[1]

[1]Faculty of Entrepreneurship and Business, University Malaysia Kelantan, Malaysia

Abstract: *The aim of this paper is to examine the factors affecting the e-wallet acceptance among consumers concerning perceived usefulness, perceived ease of use, social influence, privacy and security confidence. E-wallet leads to further e-commerce development as this is a new payment method that replaces traditional payment system. However, the use of e-wallets is still growing in Malaysia, with little response from consumers which has created a technological divide between the E-wallet and its users. The paper employed quantitative analysis by using a set of questionnaires and circulated to 200 consumers in Kota Bharu, Kelantan. This study finds three variables that significantly influence the acceptance among consumers namely perceived ease of use, social influence, privacy, and security confidence.*

Keywords*: E-wallet*, acceptance, security, social influence, perceived ease of use le spacing

Introduction

One of the trending regarding financial technology products in Malaysia is e-wallet which is a type of digital wallet that allows a person to add their debit or credit cards to a digital wallet to make certain purchases (Rolfe, 2019). In simple terms, it is a virtual wallet where you can store cash through your smartphone for making online or offline payments. Using internet banking, debit/credit cards, the e-wallet must be filled with digital currencies. It powers the payment network to boost sales points at any time and everywhere. The key goal of e- wallet companies is to charm their customers with simple solutions and transaction facilities for money transfer.

Based the observation, e-wallet adoption in Kelantan also increase especially after the previous government was giving out a one-off RM30 digital incentive to eligible Malaysians as a way to encourage e-wallet usage. The incentive took on 15th January 2020. Since then, e-wallet users have spiked in recent weeks among Kelantanese especially those who are living in Kota Bharu. However, there were people who purposely did not took the incentive. Hence, we need to know the factors of e-wallet acceptance in Kota Bharu, Kelantan.

E-wallet leads to further e-commerce development as this is a new payment method that replace traditional wallet roles. However, the use of e-wallets is still growing in Malaysia, with little response from consumers. This has created a technological divide between the E-wallet and its users. As claimed by the Mobile Attitude Study conducted by YouGov, 83% of 750 respondents said they were aware of touch less payments but only 34% used it.

In fact, E-wallets make it easy for consumers to shop globally. Increasing e-wallet usage is certainly important to reduce physical currency circulation. Despite the emergence of Malaysia into a demonetization economy, the use of E-wallets still remains unprofitable. Instead, this e-wallet study is based on the credibility, usage, terms of interest and the value of prospects that influence the choice of E-wallet customers in Kota Bharu, Kelantan. Privacy and transactions are two elements that influence the use of E-wallets among consumers in Kelantan. In a nutshell, the objective of this study is to determine the relationship between diversity of facilities, perceived ease of use, social influence and privacy and security confidence towards the acceptance of e-wallet among consumers.

Literature review

Perceived Usefulness

Perceived usefulness is one of the factors that influence the acceptance of e-wallet among consumers. Perceived usefulness is defined as a degree to which anindividual believes that using a particular information system will lengthen their productivity (F. D. Davis, 1989). However, from Technology Acceptance Model (TAM) perspective is defined as the degree to which a person believes that using a specific application will enhance their performance (Abdullah et al., 2020). Moreover, based on Szmigin and Bourne (1999) say that several studies have shown that consumers view e-wallet as a substitute for notes and coins. According the studied ofMun et al. (2017), the relationship of factors towards e-wallet payment adoption in Malaysia using TAM and found the results that perceived usefulness was the determinant towards in affecting consumers' intention to use e-wallet.

Perceived Ease of Use

The degree to which a person thinks it will be easy to use is described as perceived ease of use. One of the main considerations surrounding the acceptance of adevice by consumers is how convenient it is to use. It is considered as one of the dimensions that have the largest influence on the acceptance of new technologies (F. Davis et al., 1989). The perceived ease of use refers to the impression of the user thatit is easy or convenient to use a certain device. Empirical research has an effect on the perceptions of consumers towards this system and also their intentions for use of atechnical system (Gefen et al., 2003). The meta analysis by Tornatzky and Klein (1982)revealed uncertainty as a factor in adoption behaviour, which also came in other models in the related literature. In MP applications, the customer can feel that the mechanism is as simple as the existing payment systems to use, otherwise a new payment system will not be useful.

Social Influence

Social influence is the perceived influence of others who motivate customers in the transaction using the mobile technology. The groups of people who influence the users of mobile wallet can be a family member, friends, colleagues and neighbours.Social influence is the perception of the people in question who enforce adoption. Previous research has demonstrated that significant others can trigger personal intention to use a new technology (Raj, 2019). Adopting and updating new technologies is the call for survival in today's competitive world, and social influenceaffects the use of modern technology for day-to-day activities (Venkatesh & Davis, 2000). Social influences have been significant constructs that driving the motivation of consumers to use mobile shopping. In addition, the positive views of others about using mobile shopping will increase the intention of a consumer to shop on a mobile phone (Yang & Forney, 2013).

Privacy and Security Confidence

These e-wallet application uses highly distributed environments. Unfortunately, it has the focus on addressing the privacy and security issues. Besides,from the study of Soodan and Rana (2019), privacy and confidentiality is one of the considerations that influence the use of e-wallets, which is found to be more suggestive. One of the challenges that hold buyers away from buying products is the lack of protection and privacy unless secured (Milberg et al., 2000). E-wallets withoutsecurity features, however, will lead to unauthorized access to sensitive information and a lucrative incentive for cybercriminals to hack the records. This will allow consumers unable to trust the vendor of the information system and will refuse to makeany e-wallet purchase or transaction unless safety and security features are involved (Gitau et al., 2014). Customers with no technological background may have reservations about security and privacy. Moreover, Ahmed et al. (2010) notes that consumers have become much more concerned with privacy and security concerns due to the rapid development of technology, and this has led to their reluctance to share their financial details.

Acceptance of E-Wallet

The acceptance of mobile digital wallets in Malaysia starting to show at the beginning of 2017, it was generally declared that the Malaysian industry was headingtowards mobile payment. Malaysia posted 59.20 percent of this high smartphone penetration rate in 2016, while Malaysia was also ranked third in 2014 after Hong Kong and Singapore with 80 percent smartphone ownership relative to non- smartphone mobile users. Malaysia's Visa Country Manager said they see double-digitmonth-on-month growth in contactless payments and remain optimistic that growth will continue to be fuelled by the launch of mobile payments such as Samsung Pay and MaybankPay.

E-wallet acceptance among Malaysian has become a hot topic where Mandeep Singh, the head of global liquidity and cash management at HSBC bank Malaysia Bhd., reported that the outlook for e-wallet in the world was encouraging during the speech of most financial decision-makers in the country, though most of them discovered that the outlook for e-wallet in the country looked promising. Thus, basedon Wadhera and Joynt (2017) if the industry is to grow, it must be by electronic payment (e-payment) or the introduction of mobile commerce. This is proving that Malaysia has begun to adopt the e-wallet system to keep up with the latest technology.

Hypothesis Statement

H1: Perceived usefulness have positive influence towards the acceptance of e-wallet among consumers.

H2: Perceived ease of use have positive influence towards the acceptance of e-wallet among consumers.

H3: Social influence have positive influence towards the acceptance of e-wallet among consumers.

H4: Privacy and security confidence will have positive influence towards theacceptance of e-wallet among consumers.

Conceptual Framework

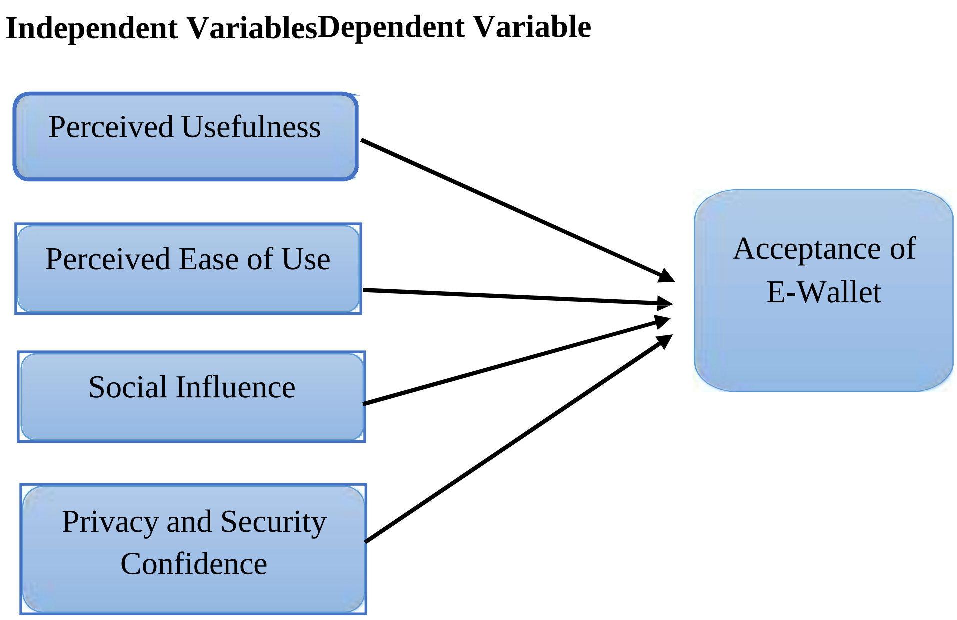


Figure 1: Conceptual Framework

Methodology

In this research design, The researchers used a quantitative method. The purpose of the quantitative method in this study is to obtain the data from this technique since it is more appropriate of conducting hypothesis testing. The researchers used questionnaires as a data collection method because it provides a more effective and efficient approach to obtaining information from the respondent. The information obtained is considered to be the primary data.

The target population in this study was residents of Kota Bharu, Kelantan. The sample size is respondents from every district in Kota Bharu, Kelantan. The research managed to collect 200 set of questionnaire data using non-probability sampling. The section in the questionnaire is divided into three sections, section A for demographic characteristics, section B for dependent variables and section C for independent variables.

The analysis data collection in this study involved the descriptive analysis, reliability test and multiple linear regression. The researchers use the common descriptive analysis such as mod, percentage, frequency and also range. However, it does not allow us to make conclusions from the data we have analysed. Reliability analysis is the most important step in data analysing that need to be done by any researchers. The main purpose of reliability test is to determine the stability of the data that was gathered. The researchers obtain the proportion of systematic variation in a scale, which can be accomplished by evaluating the relation between the findings obtained from various scale administrations.

Findings and Discussion

This chapter therefore would illustrate the data obtained by moving the survey with the E-Wallet application to 200 skilled respondents. The data gathered in the survey reviewed have been analysed with the tools of the IBM Statistical Package for the Social Science (SPSS) software. The frequency analysis, descriptive analysis, correlation coefficient and multiple regression were used by The researchers and the findings were recorded with the rate of return of the survey.

Reliability Analysis

Based on Adam Saunders (2009) checking the validity and reliability on the development of an instrument is through a pilot test and it is a one of the important aspects. Reliability and Validity analyze the measure's health. The results were measured based on the range of the coefficient value which is explained as the value is higher than 0.70. For the pilot test, it can be concluded that the reliability for dependent variables areconsistent as the coefficient standard which is between 0.7-0.9.

Multiple linear regression analysis

Table 1: Multiple Linear Regression Analysis

	Hypothesis	Sig.(2-tailed)	Beta Coefficient	Alternative hypothesis
H1	There is a significant relationship betweentrust in perceived usefulness and the acceptance of E-wallet	-	-	Rejected
H2	There is a significant relationship between perceived ease of use and the acceptance of E-wallet	0.000	0.69	Accepted
H3	There is a significant relationship between social influence and the acceptance of E-wallet	0.012	0.12	Accepted
H4	There is a significant relationship between privacy and security confidence and the acceptance of E-wallet	0.024	0.14	Accepted

The table above shows that the independent variable, which is perceived usefulness, perceived ease of use, social influence, privacy and security confidence. First independent variable, perceived usefulness has negative relationship with e- wallet acceptance among consumers. There is a significant linear positive relationship between perceived ease of use and e-wallet acceptance among consumers. Those who are 1 unit increase of perceived ease of use have 0.69 unit higher in e-wallet acceptance among. Next, there is a significant linear positive relationship between social influence and e-wallet acceptance among consumers. Those who are 1 unit increase of social influence have 0.12 unit higher in e-wallet acceptance among consumers. There is a significant linear positive relationshipbetween privacy and security confidence and e-wallet acceptance among consumersin Kota Bharu, Kelantan. Those who are 1 unit increase of privacy and security confidence have 0.14 unit higher in e-wallet acceptance among consumers.

Conclusion and Recommendation

To conclude, this research achieved its objective which is to examine the relationship between dependent variable e-wallet acceptance among consumers in Kota Bharu Kelantan and independent variables which are perceived usefulness, perceived ease of use, social influence, privacy and security confidence. In summary,the hypothesis testing revealed that perceived ease of use, social influence, privacy andsecurity confidence are significantly related to the e-wallet acceptance among consumers. Meanwhile, perceived usefulness is not significant relationship with e- wallet acceptance among consumers. Finally, for more enhancement, the researchers also issued several guidelines, such as adding more variables, extending the sample size and creating morerelevant questionnaire questions.

Acknowledgement

This paper acknowledges the inputs and comments of several contributors namely Wan Balqis Aini Binti Wan Sallam, Wan Ilham Bin Wan Abd Aziz, Wan Mohamad Aizat Bin Wan Zulkipli, Wan Nur Atikah Binti Wan Abdullah in making this research possible.

References

Abdullah, N., Redzuan, F., & Daud, N. A. (2020). E-wallet: Factors influencing user acceptance towards cashless society in Malaysia among public universities.*Indonesian Journal of Electrical Engineering and Computer Science*, *20*(1), 67–74.

Adam Saunders. (2009). *Wired for Innovation: How Information Technology IsReshaping the Economy - Erik Brynjolfsson, Adam Saunders*

Ahmed, I., Nawaz, M., Bowra, Z., Zafar, A., Muhammad, Z., Shaukat, A., Rehman, W., & Ahmed, N. (2010). Does service quality affect students' performance? Evidence from institutes of higher learning. *African Journal of Business Management*, *4*, 2527–2533.

Davis, F., Bagozzi, R., & Warshaw, P. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*, 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, *13*(3), 319–339. https://doi.org/10.2307/249008

Gefen, D., Karahanna, E., & Straub, D. (2003). Inexperience and experience with online stores: The importance of TAM and Trust. *Engineering Management, IEEE Transactions On*, *50*, 307–321. https://doi.org/10.1109/TEM.2003.817277

Gitau, G., Bundi, R., Vanleeuwen, J., & Mulei, C. (2014). Mastitogenic bacteria isolated from dairy cows in Kenya and their antimicrobial sensitivity. *Journal ofthe South African Veterinary Association*, *85*, E1-8. https://doi.org/10.4102/jsava.v85i1.950

Milberg, S., Smith, H., & Burke, S. (2000). Information Privacy: Corporate Management and National Regulation. *Organization Science - ORGAN SCI*, *11*, 35–57. https://doi.org/10.1287/orsc.11.1.35.12567

Mun, Y., Khalid, H., & Nadarajah, D. (2017). Millennials' Perception on Mobile Payment Services in Malaysia. *Procedia Computer Science*, *124*, 397–404. https://doi.org/10.1016/j.procs.2017.12.170

Raj, S. (2019). Empirical Analysis of demographic factors affecting intention to use mobile wallets. *Journal of Surface Engineered Materials and Advanced Technology*, *8*, 768–776.

Rolfe, A. (2019). *Global mobile wallet trends annual report 2019*. Daily News. https://www.paymentscardsandmobile.com/mobile-wallet-trends-annual-report- 2019/

Soodan, V., & Rana, A. (2019). Modeling Customers' Intention to Use E-Wallet in a Developing Nation: Extending UTAUT2 With Security, Privacy and Savings. *JournalofElectronicCommerceinOrganizations*,*18*,89–114. https://doi.org/10.4018/JECO.2020010105

Szmigin, I. T. d., & Bourne, H. (1999). Electronic cash: a qualitative assessment of itsadoption. *International Journal of Bank Marketing*, *17*(4), 192–203. https://doi.org/10.1108/02652329910278888

Tornatzky, L., & Klein, K. (1982). Innovation Characteristics and Innovation- Adoption-Implementation: A Meta-analysis of findings. *Engineering Management,IEEE Transactions On*, *EM-29*.https://doi.org/10.1109/TEM.1982.6447463

Upadhayaya, A. (2013). *Electronic Commerce and E-wallet*.

Venkatesh, V., & Davis, F. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, *46*, 186–204. https://doi.org/10.1287/mnsc.46.2.186.11926

Wadhera, R. K., & Joynt, K. E. (2017). Insurance and cardiovascular health: Time forevidence to trump politics. In *Circulation* (Vol. 135, Issue 21, pp. 1988–1990). Lippincott Williams and Wilkins.

Yang, K., & Forney, J. (2013). The moderating role of consumer technology anxiety in mobile shopping adoption: Differential effects of facilitating conditions and social influences. *Journal of Electronic Commerce Research*, *14*, 334–347.

IEEE Transactions On, *50*, 307–321. https://doi.org/10.1109/TEM.2003.817277

Gitau, G., Bundi, R., Vanleeuwen, J., & Mulei, C. (2014). Mastitogenic bacteria isolated from dairy cows in Kenya and their antimicrobial sensitivity. *Journal ofthe South African Veterinary Association*, *85*, E1-8. https://doi.org/10.4102/jsava.v85i1.950

Milberg, S., Smith, H., & Burke, S. (2000). Information Privacy: Corporate Management and National Regulation. *Organization Science - ORGAN SCI*, *11*, 35–57. https://doi.org/10.1287/orsc.11.1.35.12567

Mun, Y., Khalid, H., & Nadarajah, D. (2017). Millennials' Perception on Mobile Payment Services in Malaysia. *Procedia Computer Science*, *124*, 397–404. https://doi.org/10.1016/j.procs.2017.12.170

Raj, S. (2019). Empirical Analysis of demographic factors affecting intention to use mobile wallets. *Journal of Surface Engineered Materials and Advanced Technology*, *8*, 768–776.

Rolfe, A. (2019). *Global mobile wallet trends annual report 2019*. Daily News. https://www.paymentscardsandmobile.com/mobile-wallet-trends-annual-report- 2019/

Soodan, V., & Rana, A. (2019). Modeling Customers' Intention to Use E-Wallet in a Developing Nation: Extending UTAUT2 With Security, Privacy and Savings. *Journal of Electronic Commerce in Organizations*, *18*, 89–114. https://doi.org/10.4018/JECO.2020010105

Szmigin, I. T. d., & Bourne, H. (1999). Electronic cash: a qualitative assessment of itsadoption. *International Journal of Bank Marketing*, *17*(4), 192–203. https://doi.org/10.1108/02652329910278888

Tornatzky, L., & Klein, K. (1982). Innovation Characteristics and Innovation- Adoption-Implementation: A Meta-analysis of findings. *Engineering Management,IEEE Transactions On*, *EM-29*.

Upadhayaya, A. (2013). *Electronic Commerce and E-wallet*.

Venkatesh, V., & Davis, F. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, *46*, 186–204. https://doi.org/10.1287/mnsc.46.2.186.11926

Wadhera, R. K., & Joynt, K. E. (2017). Insurance and cardiovascular health: Time forevidence to trump politics. In *Circulation* (Vol. 135, Issue 21, pp. 1988–1990). Lippincott Williams and Wilkins.

Yang, K., & Forney, J. (2013). The moderating role of consumer technology anxiety in mobile shopping adoption: Differential effects of facilitating conditions and social influences. *Journal of Electronic Commerce Research*, *14*, 334–347.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

THE MOTIVATION TO VISIT FILM-INDUCED TOURISM DESTINATIONS AMONG YOUTH TRAVELERS IN MALAYSIA

Nor Syuhada Zulkefli & Aifa Rozaini Mohd Radzol

Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, Campus Kota, 11600 Pengkalan Chepa, Kelantan.

Abstract: *Tourism and film are linked through their power to create and develop destination images for certain destinations. This study aims to identify the three main factors that influence the youth travellers decision to visit film-induced tourism destinations. Data were collected using an online survey to ease approaching and reaching a wide range of respondents among youth travellers in Malaysia. The respondents were reached via the convenience sampling method. A total number of 385 respondents were selected as samples for this study. Results indicated that respondents were motivated to revisit film-induced tourism in the future if they had taken film-induced tourism in the past. The motivation of respondents to visit film-induced tourism destinations was influenced by unique experiences, scenery and celebrity factors. The findings of the research also suggested that most tourists are more likely to be incidental film tourists. This study had made a significant contribution to the literature by providing a valuable consumer perspective to understanding film-induced tourism.*

Keywords: *film-induced tourism; motivation; young traveller; destination image*

Introduction

Film-induced tourism is a recent appearance in the tourism industry, where tourist motivation to visit certain places is derived from the film had watched by tourists (Macionis, 2004). Films are not generally produced with the intent to attract tourists to a destination but tend to influence viewers indirectly as a background part of the movie's message (Hudson, Wang and Gill, 2011). This is because they can present millions of viewers with substantial information about a destination, create a first-time image or alter an existing image in a relatively short period (Ng & Chan, 2020; Hudson et al., 2011). Film tourism is defined by Buchmann et al. (2010, p. 233) as 'visitation of a site or a location, that is or has been used for or is associated with filming'. The impact of film on tourism is well documented through some case studies and is recognised in the marketing campaigns of destination marketing organisations (DMOs) worldwide (O'Connor et al., 2010).

According to UNWTO (World Tourism Organization, 2013), youth travellers are a growing market, representing more than 23% of tourists who travel internationally every year. The economic value of youth travellers lies in this industry's unique character because young people are more adventurous, looking for a new culture and developing their knowledge. As mentioned by Ng and Chan (2020), tourism motivation is linked and related to psychological patterns because it examines the motivation of travelling, needs, and individual satisfaction. Maslow's hierarchy of needs theory is the most cited and widely used to explain tourist behaviour and travel motivations, followed by socio-psychological motivations to travel by Crompton (1979) and push and pull theory (Dann, 1977). According to Marafa, Chan & Li (2020), young people are looking for different experiences on their travel, and film-induced tourism is about engaging in movie-related experiences that can attract young people to join from any activity from this kind of tourism.

Surprisingly, many Malaysians are not aware of film-induced tourism. This unawareness is due to film-induced tourism is not a familiar attraction in Malaysia (Hamzah, Aminuddin, Mustapha, & Ismail, 2016). Malaysian films are locally produced and targeted mainly for local consumption (Rosnan, Ismail, & Daud, 2010). Besides that, numerous international movies portray the beauty of Malaysia but for Malaysia's films, it is a rare sight (Hamzah et al., 2016). Only a small number of films, movies and dramas are produced to show the beauty and attractiveness of Malaysia to attract people, especially local people, to visit certain places. Although this research has been extensive and popular among academic research, empirical studies attempted to measure the impact of films on the perception and behavioural aspects of the viewers relating to a specific destination are scarce and understanding of the cultural implications pertinent to film-induced tourism is limited (Ryan et al., 2009; O'Connor et al., 2010). Thus, this study aims to explore the factors that influence the youth travellers' motivation to visit a film-induced destination.

Literature Review

Motivation refers to reasons that underline behaviour characterised by willingness and volition (Macionis, 2004). A constellation of closely associated beliefs, attitudes, principles, interests and behaviour are involved in motivation (Gjorgievski & Trpkova, 2012). Film film-induced tourism is defined as tourist visits to the destination featured on television, video, or cinema screens (Roberson & Grady, 2015). Several studies found that push and pull factors of destination is related to the youth travel decision making (Gjorgievski & Trpkova, 2012; Khan, Safri, & Pazil, 2014; Pesonen, 2012). According to Roberson & Grady (2020), people who visit film-induced tourism destinations have their motivation to visit, such as exploring by themselves and feeling the scenery that them watching on movie or television at this destination. Personal experience also shapes tourist decision making. While Khan et al. (2014) found the importance of gaining new knowledge that motivates people to visit a particular destination. Gjorgievski and Trpkova (2012) also revealed that places seen in the film attract the audience to visit the destination. Jaskelyte (2016) said that the visitors enjoy the activity and recreation shown in the film. Besides that, the scenery, strategic location and culture also attract tourists to visit a particular destination.

The first factor is a unique experience that can be experienced in numerous ways. As stated by Hamzah et al. (2016), tourists visit the film-induced sites to escape their ordinary life, to add extraordinary and remarkable memories to their holidays, to enjoy the film location, something new and unique during their journey and to gain valuable experience with the film itself. According to Roberson and Grady (2020), unique experiences are motivated by vicarious participation and location recognition by a film plot that gives the gaze's beholders a more profound significance. It indicates a visceral feeling about someone else's life that enables a person to engage in someone or something else's 'motions, posture and sensations' of someone or something else. The empathy concept can grasp this idea of 'momentary experience'.

The next is a destination image. Destinations need to understand the potential of their location better and work with film industries more productively and extensively to ensure that every aspect of the site is portrayed effectively on-screen (Rajaguru, 2014). Then, once the worldwide audience has viewed the footage, they can work on the long-term revenue by adopting numerous strategies to promote the destination (Ng & Chan, 2020). The scenery, landscape, culture and pleasant people are vital to attract youth travellers and gain their attention to visit film-destination (Tessitore, Pandelaere and Kerchlove,2014). Besides that, some researchers also mentioned that motion pictures play a leading role in enhancing the consumers' awareness of tourism destinations and inspiring their motivation to visit destinations (Rajaguru, 2014). For instance, "Hallyu" (Korean Wave), a platform for Korean cultural exports, has changed the Korean tourism industry and attracts travellers worldwide. The Korean Tourism Organisation uses the success of the Korean Wave to promote Korean tourist attractions through motion pictures, including Korean film, TV drama shows, music and K-pop.

The third factor that leads to influence the motivation of young travellers is celebrities. Film stars, actors and celebrities are great ingredients of mass media, and they act the important roles they assume in their movie or television characterisation (Gjorgievski & Trpkova, 2012). This factor is recognised in the public relations, advertising and celebrity endorsement literature. Roberson and Grady (2016) stated that feelings towards a celebrity are expected to transfer any endorsed brand through their power status and the recurring association. This is because celebrity traits can influence a destination image as shown through potential tourists, enhancing their ability to visit the destination (Marafa et al., 2020). According to Gjorgievski and Trpkova (2012), tourists are also influenced to visit a destination where famous actors played memorable scenes.

Conceptual Framework

This study has developed a research framework (Figure 1) through readings from previous works and literature. Accordingly, this research focuses on acknowledging factors that influence the youth travellers' decision to visit film-induced tourism destinations. Based on previous studies, it can be concluded that independent variables are unique experiences, scenery and physical icon and celebrity. In this study, the researcher chooses all these independent variables because the variables are the main factors of the dependent variable.

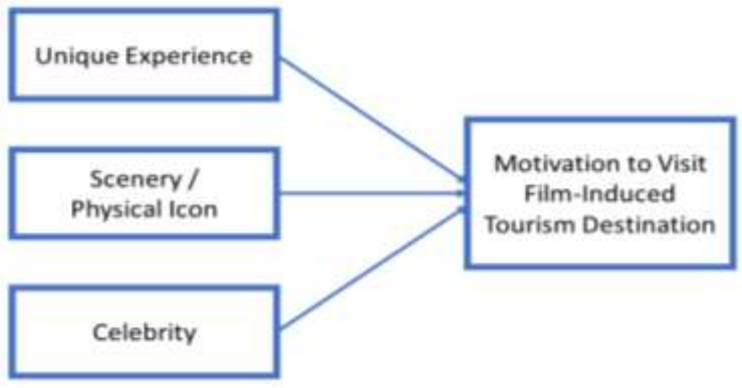


Figure 1: A conceptual framework on the influence of youth travellers decision to visit film-induced tourism destination

Based on reading and understanding from previous research and literature, the hypothesis has been formulated to answer the research questions:

H1: The unique experiences influence the motivation among youth travellers to visit film-induced tourism.

H2: Scenery and Physical Icons influence the motivation among youth travellers to visit film-induced tourism.

H3: Celebrities influence the motivation among youth travellers to visit film-induced tourism

Methodology

This study emphasizes analysing young travelers' motivation to visit the film-induced tourism destinations influenced by three factors. In this study, the quantitative approach has been used to focus on numerical data collected through a large-scale survey. Thus, the data collection process involves a population of young travelers aged between 15 to 30 years old. According to the Department of Statistics Malaysia (2019), the total population of domestic tourists in Malaysia is 29.4 million citizens. Meanwhile, the sample sizes of this research were approximately 385 young travelers, using a simple random sampling technique where the data was generated from a self-administered questionnaire distribution approach. Three parts of the questionnaire were developed for the data collection. Part A contains young travelers' demographic profiles, while part B contains questions related to influenced factors. Part C covers items on motivation to visit film-induced tourism. This study used a five-point Likert scale to obtain further information, ranging from 1 = strongly disagree to 5 = strongly agree. All data from this study were analysed using Smart-PLS Version 3. Moreover, this study had performed reliability and validity tests before researchers collected the actual data. To increase reliability, Cronbach's alpha coefficient was tested. The greater value of Cronbach's alpha means the item has higher reliability.

The result of reliability values if less than 0.6 are considered weak, 0.6 to <0.7 are moderates, 0.7 to <0.8 are good, and >0.8 are excellent. The following Table 1 shows the data collection procedure of this study.

Table 1: Procedure of Data Collection

Target population	Criteria
Number of respondents	Three hundred eighty-five (385) young people, aged between 15 to 30 years old.
Type of sampling	Random sampling
Research approach	Quantitative technique
Data collection method	Self-administered distribution of the questionnaire
Data analysis	Partial Lease Square version 3

Findings

Respondents' Background

This study aims to study the relationship between unique experience, scenery and celebrity to visit film-induced tourism destinations among youth travellers in Malaysia. Table 2 summary summarises the respondents' background.

Table 2: Demographic profile of respondents

Demographic	Categories	Frequency	Percent (%)
Gender	Male	135	35.1
	Female	250	64.9
Race	Malay	226	58.7
	China	75	19.5
	Indian	73	19.0
	Others	11	2.9
Age Range	15 – 19 years old	50	13.0
	20 – 24 years old	242	62.9
	25 – 30 years old	93	24.2

Personal Income	Less than RM1,000	78	20.3
	RM1,001 until RM2,000	81	21.0
	RM2,001 until RM3,000	82	21.3
	More than RM3,001	36	9.4
	No Income	108	28.1
Status	Single	319	82.9
	Married	66	17.1
Employed Status	Unemployed	18	4.7
	Student	184	47.8
	Government	66	17.1
	Non-Government	71	18.4
	Self-employ	46	11.9
Educational Level	SPM	75	19.5
	Diploma	104	27
	Degree	189	49.1
	Master	15	3.9
	PhD	2	0.5
Frequency of Travelling	Once a year	168	43.6
	Twice a year	137	35.6
	More than twice a year	80	20.8

Based on Table 2, 250 female respondents and 226 male respondents responded to this study, with 64.9% representing the female respondents while 58.7% representing the male respondents. Based on table 2, 226 respondents, or 58.7%, are Malay, followed by Chinese, with 19.5% of the respondents or 75 respondents. 19% or 73 respondents were Indians, and the minor category was other races with 11 respondents or 2.9%. Most respondents aged between 20 to 24 years old, 242 respondents or 62.9%, followed by 24.2% or 93 respondents aged between 25 to 30 years old. The least was among those aged between 15 to 19 years old, equivalent to 13% or 50 respondents.

In terms of respondent's income level, 28.1% or 108 respondents did not have any income, followed by 21.3% or 82 respondents who earn between RM2,001 to RM3,000, RM1,001 to RM2,000 with 21% or 81 respondents and 20.3% or 78 respondents among those who have income less than RM1,000. The least are those who have income more than RM3,000 are represented by 9.4% or 36 respondents. Result also shows that 319 respondents or 82.9% are single, while 66 respondents or 17.1% are married. One hundred eighty-four respondents or 47.8% of the respondents are students, followed by 18.4% or 71 respondents who work in non-government agencies,17.1% or 66 respondents who work in government agencies, 46 respondents or 11.9% who are self-employed and the remaining 4.7% or 18 respondents are unemployed.

On one hand, it is notable that 49.1% or 189 respondents from this research are bachelor's degree holders, followed by 27% or 104 respondents who are Diploma holders, 75 respondents or 19.5% who have completed their *Sijil Pelajaran Malaysia* (SPM), 15 respondents (19.5%) are master's degree holders, and two respondents or 0.5% are PhD holders. Notably, of 168 respondents, 43.6% of respondents travel once a year, followed by 137 respondents or 35.6% who travel twice a year, and the remaining 20.8% respondents travel more than twice a year. Moreover, 207 respondents (53.8%) are familiar with the film-induced tourism term, while the remaining 46.2% are not.

Path Analysis and Hypotheses Testing

Table 3 presents the β coefficients of relationships that stand among variables of the model. The researcher used the PLS technique and demonstrated that the hypotheses H1, H2, and H3 would be accepted. Unique experiences, scenery and celebrity are independent variables, and motivation is the dependent variable. As shown in table 3, unique experiences significantly affect the motivation to visit among young travelers ($\beta = 0.767$, $p<0.05$), the P-value is less than 0.05. As a result, hypothesis 1 was accepted. Moreover, the result indicated that the total effects for the time the scenery factor (H2: $\beta=0.652$, $p<0.05$) and celebrity factor (H3: $\beta=0.560$, $p<0.005$) were also significant towards motivation of young travelers to visit film-induced tourism. As a result of the structural relationship and the path significance, the value of β and its significant level, the p-values are stated in table 3.

Table 3: Result of hypothesis testing

Hypothesis	Relationship	Beta value (β)	Significant level	Decision
H1	UE => MT	0.767	**	Supported
H2	SC => MT	0.652	**	Supported
H3	CE => MT	0.560	**	Supported

*Note: Significant level =** p<0.05; UE = Unique experiences; SC = scenery; CE = celebrity; MT = Motivation.*

The result shows a strong influence from unique experiences received towards the youth traveller's motivation. This result was supported by Hamzah et al. (2016) that young travelers are mostly influenced by the push factors to fulfill their desire to gain unique experience and add something special to their holiday. Besides that, Ng and Chan (2020) also agreed that most youth travelers enjoy the beautiful scenery to photograph what they saw in the film. The strength of the relationship between celebrity and motivation to visit film-induced tourism among youth travelers in Malaysia is moderate. The result also aligns with Gjorgievski and Trpkova (2012) that youth travelers are influenced to visit a film destination, where famous actors or celebrities played memorable scenes.

Conclusion

It was interesting to note that all the factors discussed shows a positive relationship with the motivation of youth traveler to visit film-induced tourism. The film factors cannot be isolated to make the tourism industry more colourful and vibrant with various tourism products because this is to be considered one of the strong marketing tools. The filmmakers and government should corporate and collaborate to present the best attraction in the country in the local film as a way to promote Malaysian tourism destinations. As for researchers, the result of this study will help them better understand the motivation of youth travelers to visit film-induced tourism destinations. Future researchers should firstly consider a well-balanced sample from the population. An unbalanced sample will lead to an inconsistent result where the result will only be leaning to one category. Next, researchers should increase the sample size in order to obtain precise, accurate and consistent results. Researchers should also consider including more variables to find more factors that could influence the Malaysian youth travelers' motivation to travel to film-induced tourism destinations. Lastly, researchers might also consider incorporating different data collection methods to obtain accurate results from the respondents. Therefore, to make the tourism industry more colourful with a variety of tourism products, filmmakers, DMOs and local authorities should have a good co-operation among themselves and give a full commitment to producing a high-quality film.

References

Buchmann A, Moore K, Fisher D. (2010). Experiencing fi lm tourism. *Annals of Tourism Research*, 37(1), 229–248.

Boukas, N., & Sourouklis, C. (2015). *Conceptualising Youth Tourism in Island Destinations: The Case of Ayia Napa and Protaras, Cyprus*. Paper presented at the Conference Proceedings of the International Conference on Tourism (ICOT2015), London, United Kingdom.

Çakar, K., & Seyitoğlu, F. (2016, May). Youth tourism: Understanding the youth travellers' motivations. In *Proceedings of the Multidisciplinary Academic Conference*, 248-253.

Crompton, J. L. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research, 6*(4), 408-424. doi:10.1016/0160-7383(79)90004-5

Dann, G. M. S. (1977). Anomie, Ego-Enhancement and Tourism. *Annals of Tourism Research, 4*(4), 184-194. doi:10.1016/0160-7383(77)90037-8

Gjorgievski, M., & Trpkova, S. M. (2012). Movie Induced Tourism: A New Tourism Phenomenon. *UTMS Journal of Economics, 3*(1), 97 - 104.

Hamzah, K., Aminuddin, N., Mustapha, N. A., & Ismail, M. N. I. (2016). *Film-Induced Tourism: Young Malaysian Traveller Motivations to Visit a Destination*. Paper presented at the 3rd International Hospitality and Tourism Conference 2nd International Seminar on Tourism, Universitas Pendidikan Indonesia, Bandung, Indonesia.

Hudson, S., Wang, Y., & Gil, S. M. (2011). The influence of a film on destination image and the desire to travel: A cross-cultural comparison. *International Journal of Tourism Research*, 13, 177-190.

Juškelytė, D. (2016). Film induced tourism: destination image formation and development. *Regional Formation and Development Studies*, *19*(2), 54-67.

Kabir, S. M. S. (2016). Methods of Data Collection. In *Basic Guidelines for Research: An Introductory Approach for All Disciplines* (201-275). Chittagong-4203, Bangladesh: Book Zone Publication.

Khan, N. F. b. A. H., Safri, F. H. b. M., & Pazil, A. H. b. M. (2014). *3p's Pull Factor as Drivers of Screen Tourism and Viewers Travel Intention.* Paper presented at the Proceedings of the 3rd International Conference on Business and Communication (ICBC 2014), Kuala Lumpur, Malaysia.

Macionis, N. (2004, November). Understanding the film-induced tourist. In *International tourism and media conference proceedings*, 24, 86-97. Tourism Research Unit, Monash University: Melbourne, Australia.

Maudlin, L. (2012, September 24). Great Potential of Film-Induced Tourism. *Tourism Review News.* Retrieved from https://www.tourism-review.com/travel-tourism-magazine-film-induced-tourism-has-great-potential-article1915

Marafa, L. M., Chan, C. S., & Li, K. (2020). Market Potential and Obstacles for Film-Induced Tourism Development in Yunnan Province in China. *Journal of China Tourism Research*, 1-23.

Ng, T. M., & Chan, C. S. (2020). Investigating film-induced tourism potential: The influence of Korean TV dramas on Hong Kong young adults. *Asian Geographer*, *37*(1), 53-73.

O'Connor N, Flanagan S, Gilbert D. (2010). The use of film in re-imaging a tourism destination: a case study of Yorkshire, UK. *Journal of Vacation Marketing*, 16(1), 61–74.

Pesonen, J. A. (2012). Segmentation of Rural Tourist: Combining Push and Pull Motivations. *Tourism and Hospitality Management, 18*(1), 69 - 82.

Roberson, R., & Grady, M. (2015). The "Shawshank Trail": A cross disciplinary study in film induced tourism and fan culture. *Almatourism-Journal of Tourism, Culture and Territorial Development*, *6*(4), 47-66.

Rosnan, H., Ismail, M. N., & Daud, N. M. (2010). The Globalization of Film Business and its Effect on the Malaysian Film Industry. *Business Strategy Series, 11*(5), 325 - 332. doi:10.1108/17515631011080731

Sekaran, U., & Bougie, R. (2016). *Research Method For Business: A Skill Building Approach*: John Wiley & Sons.

Šimková, E., & Holzner, J. (2014). Motivation of Tourism Participants. *Procedia - Social and Behavioral Sciences*, *159*, 660 - 664. doi:10.1016/j.sbspro.2014.12.455

Tessitore, T., Pandelaere, M., & Kerchlove, A. V. (2014). The Amazing Race to India: Prominence in Reality Television Affects Destination Image and Travel Intentions. *Tourim Management*, *42*, 3 - 12. doi:10.1016/j.tourman.2013.10.001

The World Factbook. (2020, May 25). Malaysia. Retrieved from https://www.cia.gov/library/publications/the-world-factbook/geos/my.html#field-anchor-people-and-society-age-structure

World Tourism Organization. (2013, May 28). *UNWTO Tourism Highlight*. Retrieved from Madrid, Spain: https://www.e-unwto.org/doi/pdf/10.18111/9789284415427

Yunus, A., & Landau, E. (2019, March 13). 'Youth' now defined as those between 15 and 30. *New Straits Times*. Retrieved from https://www.nst.com.my/news/nation/2019/07/501288/youth-now-defined-those-between-15-and-30

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

THE MEDIATING ROLE OF PLACE ATTACHMENT ON THE PERCEIVED VALUE AND DESTINATION LOYALTY RELATIONSHIP: A CONCEPTUAL MODEL

Muhamad Nasyat Muhamad Nasir[1*], Nur Izzati Ab Ghani[2]

[1]Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, City Campus Pengkalan Chepa, 16100 Kota Bharu Kelantan, Malaysia.
[*]Corresponding Author: nasyat.mn@umk.edu.my
[2] Centre for Fundamental Studies, Universiti Sultan Zainal Abidin, Kampus Gong Badak, 21300 Kuala Nerus, Terengganu, Malaysia.
Email: izzatighani@unisza.edu.my

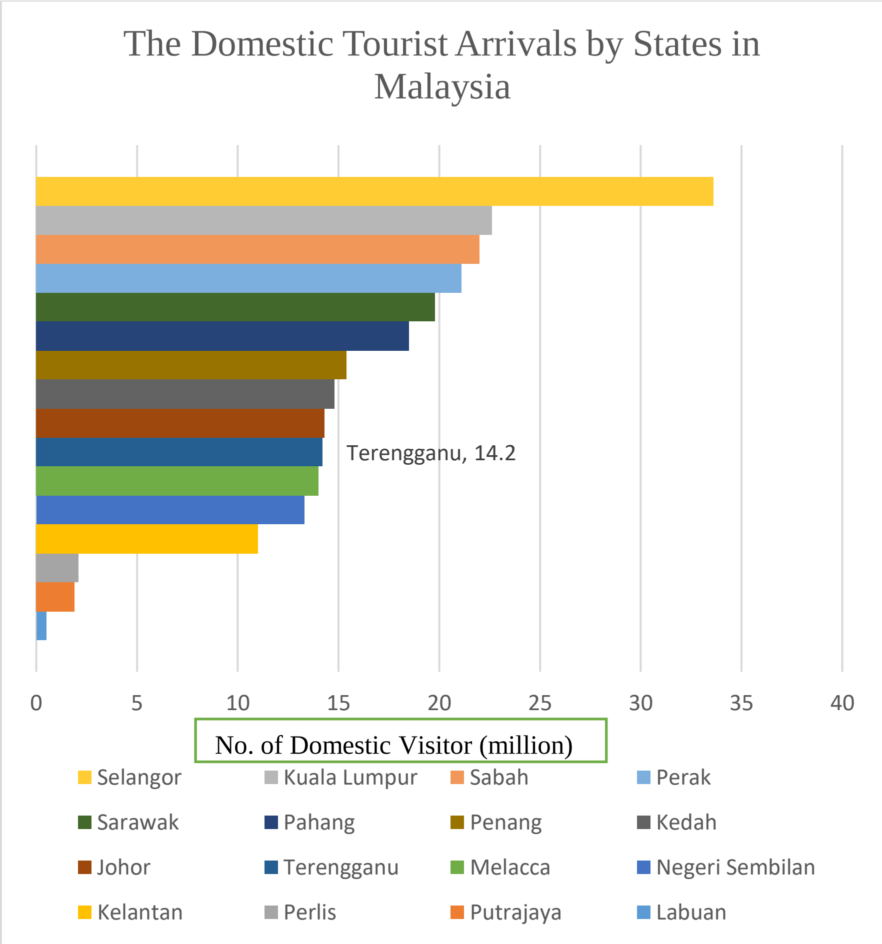
Abstract: *Terengganu is one of the states in Malaysia that possesses the advantages of having beautiful islands and delicious local foods. Despite having these competitive advantages, recent statistics reported that Terengganu is among the least states in Malaysia receiving local tourist arrivals. Therefore, it is important to improve destination loyalty to increase domestic tourist arrivals to Terengganu. Hence, the study's main objective is to develop a new conceptual model comprising the relationship of perceived value, place attachment, and destination loyalty among domestic tourists in Terengganu. Most importantly, this study proposes to examine the mediating effect of place attachment on the relationship between perceived value and destination loyalty because limited number of studies have tested this mediating effect. Thus, the study introduces a new conceptual model to researchers and practitioners to better understand the concept of perceived value and place attachment to enhance domestic tourists' loyalty to Terengganu.*

Keywords*: Destination Loyalty, Place Attachment, Perceived Value, Terengganu, Tourism*

Introduction

In 2019, Malaysia was nominated as the second friendliest city in the world Top 50 (Tourism Malaysia, 2021). This is due to the easy-going temperament of locals towards tourists which makes the visitors feel more welcome when they visit any states in Malaysia. Terengganu is a destination in Malaysia that is renowned for its picturesque beaches and Islands such as Perhentian, Redang, Tenggol and Bidong. Apart from that, tourists visit Terengganu because of its delicious local cuisines served by the locals, such as nasi dagang, keropok lekor (made up from groundfish), sata (made up from spiced fish and ginger) and Nekbat (sweet dessert). Even though Terengganu has all of these advantages, it is still among the states in Malaysia that received the least number of local visitors. Figure 1 illustrates the number of domestic tourist arrivals within all states in Malaysia, and Terengganu is ranked at number ten.

Mohamad et al. (2019) claimed that increasing tourists' loyalty toward the destination is the focal point as it may result in extraordinary benefits to the people in the future. Hence, the tourists will be loyal to certain destination when the study would be able to identify the factors that influence the destination loyalty among tourists. It is found that when the tourists feel it is worth the value that they sacrifice in terms of monetary and non-monetary, it will lead to a strong personal connection between the tourists and destination (Jiang & Hong, 2021), and they also will be more loyal to the destination (Huang et al., 2019). A strong personal connection between the tourists and the destination would also lead to the development of destination loyalty (Nurbasari et al., 2021). Hence, the main objective of the present study is to propose a conceptual model comprising of perceived value, place attachment and destination loyalty.



Source: Department of Statistics Malaysia (2021)

Figure 1: Domestic Tourist Arrivals in Malaysia

Literature review

Definition and concepts of Destination Loyalty

Studies on the concept of tourist loyalty in destination context have emphasized its attention on how tourists are associated with destinations and have tried to develop lasting and beneficial connections between them (Almeida-Santana & Moreno-Gil, 2018). Hence, it is essential to enhance loyalty among tourists to guarantee the sustainability of the tourism industry (Kawada & Naoi, 2018).

The concept of destination loyalty within the tourism literature has been explained broadly in terms of the desire to repeat visits (Prayag et al., 2017; Morais & Lin, 2010) and intention to recommend (Cheng et al., 2016; Morais & Lin, 2010). Therefore, Chen and Tsai (2007) claimed that the concept of destination loyalty is defined as tourists decision to repeat visits to the same destination and their willingness to recommend to others. Hence, when the tourists have a preference to revisit and recommend to their families, friends and colleagues, this indicates their loyalty to a certain destination.

Definition and concepts of Perceived Value

According to Wen (2011), the concept of perceived value refers to the tourists' sacrifice, which includes monetary and non-monetary to obtain a product or service. The key elements in this definition are monetary and non-monetary. Monetary comprises of money spent by the tourists to pay for accommodation, transportation, entertainment, and foods. Meanwhile, non-monetary relates to the time the tourists sacrifice such as taking leave from working.

This construct has a significant effect on the others. For instance, perceived value can be an appropriate measure to gauge place attachment (Yi et al., 2021) and destination loyalty (Sato et al., 2018; Nadarajah & Ramalu, 2018; Huang et al., 2019). Based on the findings of the past studies, this study constructs two hypotheses:
H1a: Perceived value has a significant impact on place attachment
H1b: Perceived value has a significant impact on destination loyalty

Definition and concepts of Place Attachment

Suntikul and Jachna (2016) claimed that place attachment is related to an individual's personal connection with one particular destination. In other words, this concept emphasizes how the human interaction with the destination could build a strong emotional bond between them. Therefore, strengthening place attachment among tourists is an essential marketing tool to increase market share and frequent repeat visits among them (Tsai, 2012).

Place attachment is a crucial element affecting destination loyalty (Chou, & Chang 2017; Patwardhan et al., 2020; Reitsamer & Brunner-Sperdin, 2021). Based on past studies, perceived value can be an appropriate predictor to gauge place attachment (Yi, Fu, So, & Zheng, 2021) and destination loyalty (Sato et al., 2018; Nadarajah & Ramalu, 2018; Huang et al., 2019). Moreover, place attachment is an important element to influence the destination loyalty (Chou, & Chang 2017; Patwardhan et al., 2020; Nasir et al., 2020; Reitsamer & Brunner-Sperdin, 2021; Yi et al., 2021; Nurbasari et al., 2021). However, these studies only examined the direct effects among constructs, but the mediating effect of place attachment on the relationship between perceived value and destination loyalty was not tested. Hence, this is a research gap that needs to be filled in by this research. Based on this background, this study proposes another two hypotheses: one direct and another one is the mediating effect (research gap).

H2: Place attachment has a significant impact on destination loyalty
H3: The mediating effect of place attachment on the relationship between perceived value and destination loyalty.

No	Researchers	Research Hypotheses			
		H1a	H1b	H2	H3
1.	Chou, & Chang (2017)	X	X	/	X
2.	Sato et al. (2018)	X	/	X	X
3.	Nadarajah & Ramalu (2018)	X	/	X	X
4.	Huang et al. (2019)	X	/	X	X
5.	Patwardhan et al. (2020)	X	X	/	X
6.	Nasir et al. (2020)	X	X	/	X
7.	Reitsamer & Brunner-Sperdin (2021)	X	X	/	X
8.	Yi et al. (2021)	X	X	/	X
9.	Nurbasari et al. (2021)	X	X	/	X
10.	Jiang & Hong (2021)	/	X	X	X
11.	Current study	/	/	/	/

Note:
H1a: Perceived value has a significant impact on place attachment
H1b: Perceived value has a significant impact on destination loyalty
H2: Place attachment has a significant impact on destination loyalty
H3: Place Attachment mediates the relationship between perceived value and destination loyalty

Based on the research gap highlighted in Table 1 above, this study proposes a research model comprising of perceived value, place attachment and destination loyalty, as illustrated in Figure 2.

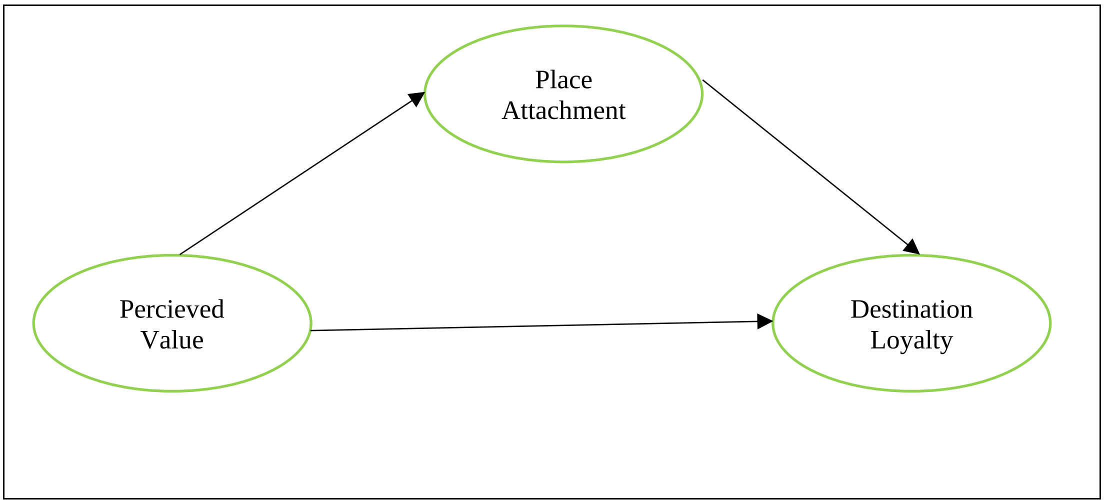


Figure 2: Research Model

Conclusion

The present study suggests a new conceptual model comprising of perceived value, place attachment and destination loyalty. Furthermore, this study enlightens the scholars to test the mediating effect of place attachment on the relationship between perceived value and destination loyalty in the context of domestic tourists in Terengganu. Hence, this model is important for future researchers who are interested in improving the level of loyalty among local tourists visiting Terengganu. Since this paper is just a research project proposal, the following step is to execute Exploratory Factor Analysis (EFA) using pilot data and Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) using the data collected from fieldwork. This analysis is crucial to confirm the relationship among the constructs.

References

Almeida-Santana, A., & Moreno-Gil, S. (2018). Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, *65*, 245-255.

Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? Tourism Management, *28*(4), 1115-1122.

Cheng, J. S., Shih, H. Y., & Chen, C. H. (2016). Festival revisiting intention and quality: The case of Taiwan's Lantern Festival. *Universal Journal of Management*, *4*(10), 575-580.

Chou, C. L., & Chang, H. M. (2017). A study of cyclists activity involvement, place attachment, satisfaction and loyalty. *Asian Journal of Environment & Ecology*, *5*(3) 1-10.

Department of Statistics Malaysia (2021). Domestic Tourism Survey by State 2019. Retrieved on 14 July 2021 from Department of Statistics Malaysia Official Portal (dosm.gov.my)

Huang, L. C., Gao, M., & Hsu, P. F. (2019). A study on the effect of brand image on perceived value and repurchase intention in ecotourism industry, *Ekoloji*, *28* (107), 283-287.

Jiang, Y., & Hong, F. (2021). Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China, *Tourism Recreation Research*, *2*(1), 1-14.

Kawada, H., & Naoi, T. (2018). Defining factors of destination loyalty that are unrelated to tourist satisfaction: A review of preceding studies. *Travel and Tourism Research Association: Advancing Tourism Research Globally*, *12*, 1-6.

Mohamad, M., Ab Ghani, N. I., & Nasir, M. N. M. (2019). The Impact of Perceived Value, Destination Service Quality and Tourist Satisfaction on Destination Loyalty Among International Tourists Visiting Malaysia. *Journal of Tourism*, *4*(16), 10-26.

Morais, D. B., & Lin, C. H. (2010). Why do first-time and repeat visitors patronize a destination?. *Journal of Travel & Tourism Marketing*, *27*(2), 193-210.

Nadarajah, G., & Ramalu, S. S. (2018). Effects of service quality, perceived value and trust on destination loyalty and intention to revisit Malaysian festivals among international tourists. *International Journal of Recent Advances in Multidisciplinary Research*, *5*(1), 3357-3362.

Nasir, M., Mohamad, M., Ghani, N., & Afthanorhan, A. (2020). Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using phantom approach. *Management Science Letters*, *10*(2), 443-454.

Nurbasari, A., Kuswoyo, C., Aribowo, A., & Raharjo, G. P. A. (2021). Impact of Destination Image, Place Attachment, Tourist Satisfaction on Tourist Loyalty (World Natural Heritage Site and Biosphere Reserve in Komodo National Park). *PalArch's Journal of Archaeology of Egypt/Egyptology*, *18*(4), 2482-2497.

Patwardhan, V., Ribeiro, M. A., Payini, V., Woosnam, K. M., Mallya, J., & Gopalakrishnan, P. (2020). Visitors' place attachment and destination loyalty: Examining the roles of emotional solidarity and perceived safety. *Journal of Travel Research*, *59*(1), 3-21.

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of travel research*, *56*(1), 41-54.

Reitsamer, B. F., & Brunner-Sperdin, A. (2021). It's all about the brand: place brand credibility, place attachment, and consumer loyalty. *Journal of Brand Management*, *28*(3), 291-301.

Sato, S., Gipson, C., Todd, S., & Harada, M (2018).The relationship between sport tourists' perceived value and destination loyalty: an experience-use history segmentation approach, *Journal of Sport & Tourism*. *22*(2) 173-186.

Suntikul, W., & Jachna, T. (2016). The co-creation/place attachment nexus. *Tourism Management*, *52*, 276-286.

Tourism Malaysia (2021). Global Recognition Timeline. Retrieved on 14 July 2021 from Tourism Malaysia Corporate Site.

Tsai, S. (2012). Place attachment and tourism marketing: Investigating international tourists in Singapore. *International Journal of Tourism Research, 14*(2), 139–152.

Wen, C. H. (2011). A study of tourists on attraction, service quality, perceived value and behavioural intention in the Penghu Ocean Firework festival. The Journal of International Management Studies, *7*(2), 79-92.

Yi, X., Fu, X., So, K. K. F., & Zheng, C. (2021). Perceived Authenticity and Place Attachment: New Findings from Chinese World Heritage Sites. *Journal of Hospitality & Tourism Research*, *22*, 22-33.

THE POTENTIALS AND BENEFITS OF INTERNET OF THINGS (IOT) IN TRAVEL AND TOURISM INDUSTRY

Aida Aqilah Abd Latib, Muhammad Amirul Syafiq Ismadi, Khabir Hasif Khairudin, Roslizawati Che Aziz & Lim Chun Keat

Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan
Corresponding author: roslizawati@umk.edu.my

Abstract: *The pandemic COVID-19 on travel and tourism industry was significantly underestimated. Due to the new norms and nationwide lockdowns has led to new ways of doing and increasing a business during the pandemics. Probably, the new ways and the biggest opportunity to increase business performance in travel and tourism industry was the introduction of the Internet of Things (IoT). This study aims, to study about the potentials and the benefits of Internet of Things (IoT) in order to enhance the business performance during pandemic COVID-19 towards travel and tourism industry in Kelantan. This study was carried out using qualitative research approached. The purposive sampling had been used focused on six travel agencies registered under MOTAC. The data collected using in depth interview to get the data from the participants. Next, the data analysis used in this research was thematic analysis and applied open coding to analysed the data. The response from the interviews of this research showed that the Internet of Things was giving them to enhance their technology use, reduce the cost, and benefit in marketing purpose, customer engagement, networks and communication. As the results, this study will help travel and tourism industry know about the opportunities of Internet of Things (IoT).*

Keywords*: Internet of Things (IoT), Potentials, Benefits, Business performance, Travel and Tourism Industry.*

Introduction

The Internet of Things or IoT, was first coined by Kevin Ashton in 1999. According to the International Telecommunication Union (ITU), define that, IoT envisioned the new dimension of connectivity for Information and Communication Technologies (ICT), where it can be anytime and anyplace connectivity on the move and with any gadget for anyone having connectivity for anything such as human to thing, thing to thing (ITU,2015).According to Allyson Larcom, (2015),the Internet of Things (IoT) is also a collection of linked devices, computers and digital machines with specific identifiers that transmit data across the network. Where the component is like smartphone, laptop, wearable, sensor and as long the thing connected, linked and exchange data through the internet it will be part of the Internet of Things (IoT).

According to Statista (2019), there were 29 million people were accessing the internet in Malaysia. With the growing number of internet users in Malaysia, it has represented Internet of Things become a significant part of the daily life and as well as a new trend for travel and tourism industry to conduct a business using IoT technology. Currently, due to the limitation movement to all people and organizations, people feel stuck and cannot follow a normal scenario anymore. So, with the pandemic of COVID-19, makes the users of people were connecting with the internet increasingly use to 30.44 users and predicted will grow to 33.5 billion in 2025 (Statista, 2021).

As today's scenario, due to the pandemic COVID-19, the travel and tourism industry now are creating a new brand travel trends and has transformed the way of their operation and services by using the technologies. Plus now, the Internet of Things (IoT) can be viewed as a global infrastructure for the information society, enabling advanced services by interconnecting (physical and virtual) things based on existing and evolving Interoperable Information and Communication Technologies (ICT), (ITU,2015).Thus, with the represent of technologies such as Internet of Things (IoT) in this travel and tourism industry, it was helping travel and tourism industry to increase their business performance and provide an efficient way in conducting business during the pandemic.

Additionally, with the help of the Internet of Things (IoT) one easily can communicate, sharing information, selling and buying with just finger's touch. Plus, the important files or folders are digitally sent across the globe instantly and no more waiting and everything is possible in a few second or minutes. Thus, this attractiveness of opportunities, emerging technology such as Internet of Thigs (IoT) will bring the performance in doing business especially during the pandemic. Therefore, this study intends to know on how Internet of Things (IoT) can be potentials and benefits the travel and tourism industry in their business performance during the pandemic COVID-19.
There are two objectives in this research:

1. To identify the potentials Internet of Things (IoT) in Travel and Tourism industry towards business performance during pandemic COVID-19 in Kelantan.
2. To examine the benefits of Internet of Things (IoT) in Travel and Tourism industry towards business performance during pandemic COVID-19 in Kelantan.

Significance of the Study
The findings of the study will contribute useful information and knowledge for the travel agencies to enhance their business performance with using Internet of Things (IoT) during pandemic COVID-19. It will assist travel agencies the way on how to increase their business performance with using the Internet of Things (IoT). In addition, this study also contributed to the government's initiative which is to implement Internet of Things (IoT) as an improvement for having high performance in travel and tourism industry. The findings also show that, travel and tourism industry have a good position to seize the economic opportunities generated by the Internet of Things (IoT). Therefore, this study helps the MOTAC and government achieved the initiative to give new ideas, information about the potentials and benefits Internet of Things (IoT).

Literature Review

Internet of Things (IoT)

The Internet of Things (IoT), was first introduced by Kevin Ashton in 1999. Where, known as executive director of the Auto-ID Centre who was characterize how Internet of Things can connect with anything, anyplace, and anywhere by technologies of Radio Frequency Identification (RFID)., Wireless Sensor Network (WSN), and 3G/4G./5G mobile communication according to agreed protocol (Mingjun,2012). Where, it can identify, track, locate, monitor and manage smart objects. Basically, the Internet of Things (IoT) consist interconnection of the physical and virtual world (Ma,2011) through the wireless networks of objects (Zhou,2013) where, things or object have unique identification are connected to the internet. According to Cisco Internet Business Solution Group, (2011) argues that in 2020 there were already 12.5 billion things were connected to the internet, and this number is expected to grow to 75.44 billion in 2025 according to Statista, (2019). Since, the Internet of Things giving a big potential and giving opportunities to create a new business performance especially during the pandemic COVID-19, the travel and tourism industry should take this paradigm for implementation various benefits to the business travel and tourism industry. According to Amit Verma & Vinod Kumar Shukla, (2019), Internet of Things (IoT) is become the main role in business and overwhelmed the industry with multiple upgradations.

The Potentials of Internet of Things (IoT) in Travel and Tourism Industry

As given Gartner, (2019) prediction that, there will be 43 billion IoT connected devices by 2023, tourism companies should be aware of the significant of technology and the huge opportunities that IoT will provided for their modern business. Through Internet of Things (IoT), cloud computing and others modern technologies in tourism, it can enhance the tourism experience, industry development and it can help tourism industry make new transformation from using this technology, (Wu,2017). Where IoT can be seen as enable future automation, personalise and also in giving great customer experience. Such as help to streamline day to day to accomplish the task that the tourism companies running. According to Amit Verma & Vinod Kumar, (2019), when the IoT viewed as a global infrastructure for the information society, enabling advance services by interconnecting (physical and Virtual) things based on existing and evolving interoperable information and communication technologies (ICT), this has made a new offer and new opportunity for travel and tourism industry to connect the physical and digital world. Which, the connection is more active and able to make more direct interconnection between the tourist, customer, hotel, tourism product, destination and more. (Car, Stifanich & Šimunić 2019).

As stated in an article by Dr. Ajay Aluri, the IoT platform is the answer to scientific management in the digital life as a shortcut to get things finished effectively and efficiently for consumer and business. (Aluri,2016). Where, the IoT technology will lead the future of travel and tourism industry to make a service standard with the execution with intangible service. With the innovations of IoT technology, it has influenced its pursuit of customer satisfaction, cost saving and gain business profitability.

The Benefits of Internet of Things (IoT) in Travel and Tourism Industry

As technology is becoming cheaper, more powerful and easier to use, some of tourism industry already have some functionality in their operations and put the new technology to work for customer. (eMarketer, 2016). Where, with IoT, it can enable further automations, more personalization and greater customer experience and streamline day-to-day task that go into the business. (Revfine n.d). The tourism industry includes the service from the travel agency to a museum or train trip and flies and including with the airplane, hotel, and cruise (Verma & Shukla, 2019). Tourism has been changing with the technologies and has shown multiple of advancement to it operation and it processes. With the Internet of Things, it has converting train becoming smarter through the incorporation of data and analysis from several sensors all across train and its path that generates billion data from each point per second with the IoT technology adopted by SAS analytic. Were, SAS known as a company on its successful program “Statistical Analysis System”. According to Goodnight (2017), the reliable real-time data is generated by 1000 locomotives across North America by using SAS to analyse data streaming from sensor per second concludes to a lot of data to keep the operation efficient, safe and reliable. Thus, the internet of smart trains works in many constituents of the business as communication system, service and requirements, smart infrastructure in monitoring maintenance, assets operation and surveillance, information service (passenger, freight) and train control (automation, safety, cybersecurity, signalling and efficiency) (Paula Fraga- Lamas et al, 2017)

The impact of IoT revolutionized, has benefit the aviation industry, with the IoT it has started satisfying the demand of the advanced management of aircraft and its system such as in-flight communication, four-dimensional weather forecast, aircraft tracking service and many more. Moreover, according to the Aircraft's Place in the IoT Revolution (2016), with using IoT, it will give a convenience in using the data form IoT sensors through software and identified the ways to reduce the fuel cost. Plus, with the help of IoT, it provides the benefits in reduce the overall operational cost of aviation for predictive maintenance and flight management. According to IoT Smart Hotels: Technology in the Hospitality industry, (2020). One of the benefits when using Internet of Things is the smart hotel rooms. Where, it will bring an opportunity to have a comfort, bring convenience for the guest. When the visitors discover the Internet of Things applications in a regular room. It will help in get greater experience for the guest or tourist. For the example, the mirror can act as a screen and play activities requirement from guest, and at the same time, if any leakage, status of tank can be reported to the staff for necessary actions (McMullen,2017) Thus, from using the IoT-connected system, it will improve the hospitality industry with the automatically make energy-saving, the guest get greater comfort and easy, and the hoteliers and operators benefit from improve efficiency and satisfaction for the guest or customer.

Methodology

The design of the study was focused on qualitative research design and it was conducted in Kelantan. In depth interview had been conducting with chosen travel agencies registered under MOTAC. A brief explanation and asking permission for record the conversation had been given to the participant before starts the interview session. The data had been collected after finished the interview session between researcher and participants. This research was used purposive sampling method. This purposive sampling method had been chosen because the researcher could have relied on own judgement when choosing members of population to participate in this research. By using purposive sampling technique, researcher had been chosen six travel agencies as an effective way to focus in small number of participants that would be a primary data source for this research.

The data analysis has been performed by using thematical analysis. Where, after the researcher had done with the interview session with participants. This thematic analysis had been chosen because it is suitable to approach people view, opinions and experience to get the data. Thematic analysis was a way to analyse data to found themes through data that had been collected and generate a new theory based on the data and supported by the previous studied (Gabriel, 2013). To generate new theory based on data collected, researcher has been followed the six steps of thematical data analysis by Larkin (2016). Researcher need to familiarise with the transcript data and read the transcript from line to line to categories the data in order to create theme and label it as a code for the research guidance. In this research has been applied open coding to analyse the data. From the open coding process, it will be derived from data directly then it can define and naming the themes. Thus, the researcher can proceed to producing the report from the created themes.

Findings of The Study

The Potentials of Internet of Things (IoT) in Travel and Tourism Industry Towards Business Performance During Pandemic COVID-19 in Kelantan.

1. **Enhance technology use**

Internet of Things (IoT) fundamentally, has grabbed the attention from the travel agencies and as well as for their customers because its ability to connect devices, people and goods over a global network especially due to the pandemic COVID-19. As Gartner (2017) forecasted that IoT will reach 14.7 billion by 2023, up from 10.6 billion in 2021. Accordingly, it can be realized the intensity of influencing power of IoT technologies are going to bring out the opportunity especially in increasing business performance during the pandemic. Based on the participants from interview session, they were clearly informed to the researcher that, with using the Internet of Things (IoT) help their company to enhance the technology use in their business. The adoption Internet of Things (IoT) in their business process, it has brought many opportunities. Where, there is a lot of activities which it is before done by traditional ways like distributes pamphlets face to face, go to the bank to accept payment by check, open booth to make promotions and so on, have make their company change their ways in doing their business with the implementing Internet of Things (IoT).

With the help of IoT technology in their business, helps them to bring convenience in done their works and task. From the interview session, the participants always mention that with the Internet, they could do everything in quick and in a convenience process such as promoting, communicating, networking, financing and other within a day without waste their time and easily can attract customer widely. From the technology enhancement and use in their company and business, it can be said that, even facing the pandemic COVID-19, the IoT can help them gets closer to their customer, give better business flexibility especially in improve their customer services and manage all the works efficiently in minimal time and effective way.

2. **Reduce cost**

Moreover, the Internet of Things (IoT) can potentially a business into evolving and becoming more relevant in growing a business. By connecting the devices, internet tools or system, even small business can save money and reduce the cost such as, in using marketing tools, they just use the internet tools for their marketing strategy. This helps the business make more efficient use of resources and minimize unnecessary expenses. From the participant views, they believed that, with using Internet, they saw Internet can minimal the cost rather than do it in offline way. Which, they easily can share their promotions, share their information about their packages and services to their customer rather than they sell directly to the public. When, having Internet of Things, such as mobile phone, internet tools, social media, this would reduce their cost rather than print their pamphlet, their flyers then distribute to the public.

The Benefits of Internet of Things (IoT) in Travel and Tourism Industry Towards Business Performance During Pandemic COVID-19 in Kelantan.

1. **Marketing Purpose**

Internet of Things (IoT) provide various of ability to cover business insight and opportunities. Where, when a business now was conducted by IoT, it can help a company into strategize their sales and do their marketing approaches as well as for enhance their business performance during pandemic COVID-19. From the previous interview session, participants were clearly informing to the researcher that, Internet of Things (IoT) has revolutionized their marketing strategy and help in making sales. The participant believed internet marketing now is a business necessity to improve their business. In addition, all of the participant was using media social as their marketing platform such as Facebook, Instagram, Tik-Tok, WhatsApp and Tweeter.

From using media social, they easily can attract the customer in all ages. Plus, with having social media it does not have any limit to market their packages to all states in Malaysia and it might be in whole country in the worlds. Moreover, from the participant view, to make sure people know about their company and their business and attract customer, they need to deal with digital marketing through media social and much more. With that, it can allow the company to interact with the customer, talk and engage with the customer more than ever just through social media. In fact, with the internet tools such as social media, it can be said that it is playing main channel and best opportunity for implementing of marketing purpose in their business. This internet tools reinforces the role of IoT on business sales and marketing strategies such as helping the company to get better grasp of customer preferences, behaviour of buying trend and others, that may result in high performance in company especially during pandemic COVID-19.

2. Networks and Communication

Network and communication are playing main tools to having a quality of conversations, sharing information, having connection with other staff and customers. Network and communication can be considered as the backbone in a company. It is the main channel in operating activities in a business which it is connected to the internet to send data widely, receive instructions, share information, gathering information, having online meeting and much more. Having network in a business is a process where it is for establishing relationship with their potential customers and making interaction with staff even far away with just using the devices connected to the internet. It can be said that, the network are intangibly gains made by communicating. From the participants view, by using devices that connected to the internet, they easily can have network with their headquarters and easily communicate and sharing their information regarding their problem such as mistake in booking session, the quota of seat, update any information and more. Moreover, the participants mentioned that, with having internet networks in business, this would bring the efficiencies to deliver any information or completing task for their daily works whether with customer and staff with staff in their operation activities. Due to the pandemic COVID-19, it seems difficult to have meeting face to face. Thus, the participants feel the benefits from using the Internet of Things (IoT), which, they easily can communicate and interact with their customer with using online platform.

3. Customer Engagement

The key component of customer engagement is by having interconnection with the internet tools in variety channels such as website, email, social media, and more for their marketing strategy in order to attract customer. From the participant view, customer engagement is built with every online interaction. Plus, since the new norm, and nation lockdown, customers now are usually use media social platform to get or know about the company, about their packages, their products and their services. Thus, it helps the company to reach their customer for closing deals, without limit their energy to a place to another place and not waste the time. With the Internet tools, each of interactions will provides opportunity to enrich customer's experience such as addressing their customer need and delivering solutions and recommendations to their customer problem regarding choose the packages or services or products which are the best and suitable for their customer demand. In relation to that, with using social media interactions, such as sharing picture, uploaded video, share the feedback from previous customer's experience, this could help the company easily engaged with their customer from everywhere and really easily can attract their customer to use their product and packages.

Discussion & Recommendations

Through this study, it was found that, Internet of Things (IoT) more attached to give opportunities and potentially to the travel and tourism industry during pandemic COVID-19. In order to have a better business performance, travel and tourism industry should adopt technologies nowadays. This is because, technologies and IoT is the best fast-growing technologies and expected to be the main role now and future especially during the pandemic COVID-19. According to previous study by Mutuku & Muathe (2020), powering the IoT, can drastically impact the business positively and with IoT there are limitless opportunity for business. Where, with the implementing IoT in business will reduced the cost and optimize operational efficiency. With emergence of technology such as Internet of Things (IoT), the travel and tourism industry can take advantage in enhancing the technology use in their business and for their company. In relation to that, when the business influenced by that technology used, it can reduce the cost. Through Internet of Things (IoT), it given the connectivity and fast communication with the customer. Therefore, it also can prevent waste time and cutting unnecessary expenses.

The Internet of Things (IoT) is improving day by day. For a company who is running business should implement the new technology in their business because it can improve efficiency and enhance effectiveness in their business performance. In advancing, the company who are using the Internet of Thing in their business will have a great potential in enhancement of technology use. Where, from the technology use, the company or business can have an essential and convenience way in providing their packages, product, and also their services. Such as, to connect physical and digital world, which it helps in enable more direct and active interaction between customer, booking the hotels, destination and more according to Car, Stifanich & Šimunić (2019). Through this study also found that, the ability of Internet of Things (IoT) created various of benefits that by who implement it. The ability of IoT brings to the enhance the effectiveness in running a business especially during the pandemic. Where, Internet of Things are accessing the influencing into positively on sales and marketing strategies of a business.

The Internet of Things now can benefit for the marketing purpose. Previous study by Grubor and Jaksa (2018), analysed that, internet marketing as a business necessity. Where, with the Internet of Things (IoT) will be as the main channel and opportunity for the implementation of the internet marketing. With the internet marketing, it will move the boundaries in company and customer relationship and completely transformed the way of business. Which, a company can easily reach their customer just with online marketing that they can share their product, packages and their services for all people just in a minute. Having a good marketing platform in a business means that having a good connection with the customer and people. The ability of Internet of Things in having digital business has guide the company into enhancement in business performance while having a customer engagement.

Moreover, with the benefits of Internet of Things (IoT) in business that give an easy networking and communication are very important and become main role in a business. Where, with the internet network and communication in a business, it will give an accessibility and an effective low-cost marketing method while develop sales opportunities and contact. For the example having virtual meeting, communicate the customer using media social, send the data using email or transfer it by using system and so on. Thus, Internet of Things (IoT) has brought the various of benefits in order to help travel and tourism industry increase their business performance especially during the pandemic COVID-19.

Ideally, this information should be useful for the travel agencies to use Internet of Things (IoT) to improve their business performance. The use of IoT should be fully utilized in their business to ensuring their business does not stop and continues to move in ensuring the smooth running of the agency especially during the pandemic. Moreover, this current finding of research will be valuable for university students who are in tourism industry, and this paper would be used as a future reference for future research. This study, would like recommend that, the government should take part in making travel and tourism industry realised or give new ideas, information about the powerful of the Internet of Things and its opportunities that can seize the economic opportunities generate by the Internet of Things (IoT).

Conclusion

This study is designed to determine the potentials and benefits of the Internet of Things (IoT) in travel and tourism industry toward business performance during pandemic COVID-19 in Kelantan. The finding is being concluded that, with using Internet of Things (IoT) will help the travel and tourism industry in giving a huge opportunity and give many benefits to improve business performance especially during the pandemic of COVID-19. This study has discussed several elements to identify the potentials and benefits of using Internet of Things (IoT) in their business performance. Where, most respondents said that the use of Internet of Things (IoT) in a business, potentially help them to enhance the technology use and reduced the cost. In addition, with the use Internet of Things (IoT), it has given a lot of benefit in their business marketing purpose, having networks communication and easily can make customer engagement. By doing so, it can achieve a better customer satisfaction. Therefore, this study believed that, with using Internet of Things (IoT) it will give a great potentials and benefits towards travel and tourism industry to ensure the successfulness of their business performance in their company.

Appendix

Summary of findings for Potentials Internet of Things (IoT) in business performance towards travel and tourism industry in Kelantan

The Potentials Internet of Things towards business performance in travel and tourism industry						
Participant	TA 1	TA 2	TA 3	TA 4	TA 5	TA 6
Key Theme		Enhance Technology		Enhance Technology	Enhance Technology	Enhance Technology
	Reduced cost		Reduced cost	Reduced cost	Reduced cost	

Summary of findings for Benefits Internet of Things (IoT) in Business Performance towards travel and tourism industry in Kelantan

The Benefits Internet of Things (IoT) in Business Performance towards travel and tourism industry in Kelantan						
Participants	TA 1	TA 2	TA 3	TA 4	TA 5	TA 6
Key Theme	Marketing Purpose	Marketing Purpose	Marketing Purpose	Marketing Purpose	Marketing Purpose	Marketing Purpose
	Customer Engagement	Customer Engagement	Customer Engagement	Customer Engagement	Customer Engagement	Customer Engagement
	Networks & Communication	Networks & Communication	Networks & Communication	Networks & Communication	Networks & Communication	Networks & Communication

References

Aluri, A., 2016. HITEC 2016 Special Report HITEC 2016 Special Report [WWW Document]. https://www.mydigitalpublication.com/publication/?i=312968 http://www.mydigitalpublication.com/publication/index.php?i=312968

Car, T., Stifanich, L. P., & Šimunić, M. (2019). Internet of things (iot) in tourism and hospitality: Opportunities and challenges. *Tourism in South East Europe... 5*, 163-175.

eMarketer (2016), How the Internet of Things Is Transforming Travel, Available at: https://www.emarketer.com/article.aspx?R=1013487&RewroteTitle=1

Gabriel, D. (2013). Inductive and Deductive approaches to researches. Retrieved from https://deborahgabriel.com/2013/03/17/inductive-and-deductive

Gartner n.d., IT Glossary – Internet of Things, Available at: https://www.gartner.com/it-glossary/internet-ofthings Informatization, IEEE, Vol. 1, pp. 261-263.

Goodnight, J., 2017. SAS creates for one reason - so you can turn today's most critical challenges into tomorrow's great decisions. sas.com, TRANSFORM A WORLD OF DATA INTO A WORLD OF INTELLIGENCE 2017, 32. Government Doubles Official Estimate: There Are 35,000 Active Museums in the U.S. [WWW Document], 2014. . Institute of Museum and Library Services. URL https://www.imls.gov/news-events/news-releases/government-doubles-official-estimate-there-are-35000-active-museums-us (accessed 1.14.19).

Grubor, A., & Jakša, O. (2018). Internet marketing as a business necessity. Interdisciplinary Description of Complex Systems: INDECS, 16(2), 265-274. https://doi.org/10.7906/indecs.16.2.6

ITU (2015), Internet of Things Global Standards Initiative, Available at: https://www.itu.int/en/ITU-T/gsi/iot/Pages/default.aspx

Larkin, L. (2016, June). Research gate. Retrieved November 2018, from Flow chart representing the six steps of thematic data analysis implemented in this study.

Ma, H.-D., 2011. Internet of Things: Objectives and Scientific Challenges. Journal of Computer Science and Technology, 26(6), pp. 919-924.

Matuku, M. K., & Muathe, S. M. (2020). Nexus analysis: Internet of things and business performance. *International Journal of Research in Business and Social Science, 9*(4), 175-181.

McMullen, M., 2017. Checking In: The IoT Hotel Room of the Future [WWW Document]. IOT Solution Provider. URL https://www.iotsolutionprovider.com/smart-building/checking-in-the-iot-hotel-room-of-the-future

Mingjun, W., Zhen, Y., Wei, Z., Xishang, D., Xiaofei, Y., Chenggang, S. & Jinghai, H. (2012, October), "A research on experimental system for Internet of things major and application project", in 2012 3rd International Conference on System Science, Engineering Design and Manufacturing

Revfine n.d., How the Internet of Things (IoT) can Benefit the Hospitality Industry. Available at: https://www.revfine.com/internet-of-things-hospitality-industry

Statista (2019), Size of the IoT market worldwide from 2016 to 2020 (in billion U.S. dollars), Available at: https://www.statista.com/statistics/764051/iot-market-size-worldwide/

Statista. (2021). Malaysia: number of internet users 2015-2025. Retrieved from https://www.statista.com/statistics/553752/number-of-internet-users-in-malaysia/

The Aircraft's Place in the IOT Revolution [WWW Document], 2016. URL http://interactive.aviationtoday.com/avionicsmagazine/june-july-2016/theaircrafts-place-in-the-iot-revolution/

Verma, A., & Shukla, V. (2019). Analyzing the Influence of IoT in Tourism Industry. SSRN Electronic Journal. Published. https://doi.org/10.*2139/ssrn.3358168*

Wu, X. (2017). Smart tourism based on internet of Things. *Revista de la Facultad de Ingenieria*, *32*(10), 66-170.

Zhou, H. (2013). The Internet of Things in the Cloud: A Middleware Perspective. Taylor & Francis Group

Proceeding: 1st International Conference on
Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

TRAVELLER SATISFACTION TOWARD PRODUCT QUALITY AT HIPSTER CAFE IN KELANTAN

Aikal Liyani Mohd Rasdi[1], Nur Maisarah Khairuddin[2], Jessica A/P Julian[3], Nur Fizatin Nur'ain Abdul Rahim[4], Nurul Husna Zulkifli[5]

[1] Universiti Malaysia Kelantan

***Abstract**: The priorities and tastes that are constantly different from time to time in industry trends make marketing more drastic to be competitive. The emergence of hipster trend is growing throughout the state in Malaysia makes hipster café owners start to take precautions and start acting by trying to further expand their marketing from being oppressed by other competition. The aim for this research is to determine significant relationship between product quality and traveller satisfaction. In order to complete this research, quantitative study was conducted. This study was using the online survey through google form in collecting the data. The total 214 can be used for data analysis process. Descriptive analysis, reliability test and Pearson correlation was used to analyse the data. Based on the results, it showed that product quality has significant relationship with traveller satisfaction. As an emerging traveller, several measures shoud be considered to improve the competitiveness while mantaining the future development of product quaity at hipster café in Kelantan. From the results, it indicates that the product quality main the essential role in made the traveller being loaylty toward to the hipster café.*

***Keywords** : hipster cafe, product quality, traveller satisfaction*

Introduction

According to Ignatov & Smith (2006), travelling for food and drink is an essential tool in getting more experiences in sector tourism Moreover, people are likely to travelling not only to visit the place and the culture at the destination but also to trying a food and drink. In this case, the hipster café in tourism industry as a primary attraction for cafe to linked with the tourism due to the the cafe was growing areas of the world. A hipster is refering to an individual who tend to like trends or fashions that are out from the mainstream. Hipster cafe can be intended as a uniqueness of the restaurant that is specialized in coffee making and offers with variety of food that differ with other coffee shop. Previously, coffee shop only popular for adult men who drink cafe while play games, read newspapers and other things. Converting the hipster and its habitat into sights to be seen as a lifestyle or the atmosphere is an attraction. Today, the hipster cafe are given the good environment for people with creativity ideas and interesting theme. Other than, it also offer a relaxing place for friends, relative, and family to spend together while having the food and drink (Desai, 2011). Beside providing drinks, hipster café also serving food such as pasta, cakes, western food and others. In addition, hipster café owners also offer internet, so that customers can be used in the hipster cafe while having their food.

Nowadays, all hipster café in Malaysia, particularly in the state of Kelantan, use a hipster café to attract not only local people but also travellers. Kelantan, Malaysia is one of the destination that listed in the travel guides as a must visit place. There are a lot of restaurants, cafes, or shops that are unique or try to be unique and attract customer as well as travellers in Kelantan.

The best hipster café in Kota Bharu such as KB Brewster Cafe, Kopi Mesin Cafe, Tiny Elephant, The Bold Lab, Arnold Cycling Cafe, Snow Town Cafe, Sweetheart Cafe Shop and so on had been a reason to zattract traveller visiting Kelantan. The hipster café or trendy atmosphere would be the best place for tourism activities, as well as the addition of one of Kota Bharu's tourism products. Further, according to Hui et al., (2014) increased purchasing power and public interaction participation, cafehouses in the country showed a significant level of demand. However, most of the travellers are likely to visit the hipster café, not just because of the wonderful environment of the place. But also because of the great taste that was provided. For example, the changeable choice and taste in the quality of the product for the needs of travellers would make traveller choose this hipster café as in their list. Product quality, usually it tends to more with the drinks, foods, and any type of the product so either the researchers aware or not the product quality can give the satisfaction to the traveller through the quality of some product. Such as the unique of the flavour.

From previous study, one of the problems is workers will straightforwardly influence organization reputation. Appearances of laborers particularly a barista show how expert are they in serving traveller and how they keep an exclusive expectation of food quality in working spot to stay with their organization image positive. These shows that the majority of the barista is all around prepared and they do not have enough training by preparing work. Some of them have poor language communication and less of knowledge on work background. These prompts barista taking wrong orders by do not comprehend what traveller needs. Traveller will get a negative feedback to the hipster cafe. Moreover, traveller is significant in the business world in any ventures. Traveller loyalty assumes a basic part in any business sectors. When traveller glad and fulfilled, most likely they will visit the hipster café once more. At the point, when traveller assumption is met, traveller will keep on visiting the coffee chain and this will assist with expanding productivity of organization. In this way, traveller loyalty assumes a significant role in purchase intention as satisfaction affect future purchase probabilities (Oliver, 1980). Despite the increasing trend of hipster cafe in Malaysia, research about traveller satisfaction towards hipster cafe is still limited especially in Kelantan. Therefore, the objective of this paper is to examine the relationship between product quality and traveller satisfaction at hipster café in Kelantan, Malaysia.

Literature Review

Traveller satisfaction

Traveller satisfaction is a business philosophy that demonstrates capabilities and responsibilities for travellers' needs, managing and predicting their expectations and highlighting the importance of creating value for the traveller (Mendoza, Marius, Pérez, & Grimán, 2007). Whereas according to Westbrook and Reilly (1983), traveller satisfaction as an emotional response to experiences offered by (or associated with) certain purchased products and services, retail stores, or molar behavior patterns, as well as throughout the market. Next, according to Hunt Writer (1977) defines traveller satisfaction as a process of assessment given that experience is at least as good as it should be. The definition of traveller satisfaction refers to two parties where the first approach has defined satisfaction as the final state or situation that exists rather than the user experience. Helgesen and Nesset (2007) assume that satisfaction is the summary of psychological circumstances or subjective values fostered based on traveller experience compared to traveller expectations. Satisfaction is also an assessment of the product or service features received, whether the product or service successfully provides satisfaction and meets the expected level of pleasure or otherwise for the users. Traveller satisfaction should be associated with satisfaction. The service received by the traveller when it exceeds the expectations, they expected also affects traveller satisfaction. This situation looking like a global assessment referring to the service experience over time in marketing (Lim et al., 2006). Kotler and Keller, in Bela et al., (2016), satisfaction refers to the feeling of either feeling happy or disappointed with a product or service offered by a person and satisfaction will arise after comparing the performance of the product (or outcome) received to meet their expectations. While according to Njei Zephan (2018), There is a difference between traveller expectations before they use the product or service and realized after its use also can understandable as traveller satisfaction.

Product quality

Product is a one product that produces offer to own such as like purchase, use to fulfil the traveller needs and want by Putro et al., (2014). Quality can be defined into four categories of types of excellence, value for money, meeting the needs of travellers, and being able to meet the needs of consumers (Reeves & Bednar, 1994). Product quality refers to the ability of a product itself to perform a specific function, can consist of durability, accurate results, provide improvements and convenience to consumers, and have a valuable nature compared to other products holistically (Amanah, 2010). Next, (Etemat-sajadi & Rizzuto (2013) also share the opinion that the quality of the product has a positive impact on traveller satisfaction. Quality is also a complex concept and has many aspects. In a simpler sense to understand, product quality is the capability in which the product can meet and exceed traveller expectations by (Waters & Waters, 2008). Product quality is life support for the quality of a product or service. It will ensure that consumers can buy and use quality products and services and have reliability over a long period by (Feigenbaum, 1945; Feigenbaum & Feigenbaum, 2003, 2009). For the traveller satisfaction, traveller satisfaction will exceed the experience of services travellers have received. It has incorporated value considerations and comparisons with preliminary expectations about the quality of services that should be obtained. Often it is a comparison of the whole quality that travellers receive as well as the amount of price they pay (Rust & Zahorik, 1993). For the Aesthetics, Aesthetics is how the product looks, feels, sounds, tastes, or smells that will be a personal consideration and give a priority correction to traveller or travellers. In fact, a marketing concept is an ideal eye combination of product characteristics that correspond to certain priorities to the user. Originally it was used to give dimension to that quality. Lastly, Perceived quality, aesthetic assessment it can be used as a subjective perception of quality. Users will depend on indirect measures when they compared brands because they do not have complete information about product attributes.

Study Framework

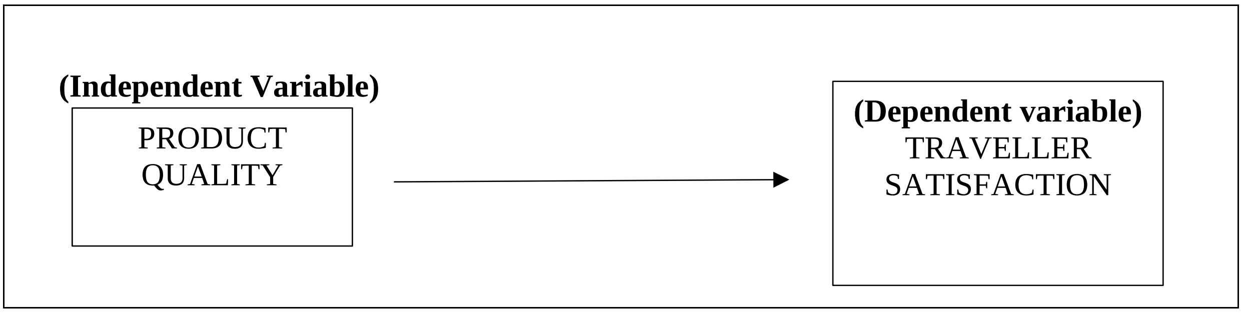


Figure 1 shows the conceptual framework of this study.

Hypothesis

H1: There is a significant relationship between product quality and traveller satisfaction toward hipster cafe in Kelantan.

Research Methodology

In this research, the descriptive study was applied in investigating the relationship between product quality at hipster cafe and traveller satisfaction. The population for this research was traveller who had visited Kelantan. According to the previous research, Journal of Social Science, the total number of travellers arrive at Kelantan in 2018 was 5,321,957. By referring to Krejcie and Morgan (1970), the estimated sampling size was 381 as the population was above 5, 000,000. The researchers had used non-probability sampling which is convenience sampling. In order to collecting the data, a questionnaire was developed and was sent to respondents via online survey by using the social media platform such as Facebook, and WhatsApp's. The target respondents are male and female, traveller who are ages 18 years and above.

The questionnaire for this study consisted of three sections which are section A for demographic profile, section B for the relationship between product quality and travellers satisfaction and lastly section D for general questions. As for section B, researcher used a Likert Scale survey question to make it easier for respondents. The patterns of question use are 5-point scale, referred to a satisfaction scale that ranges from one extreme that attitude to another. In this research, 381 of questionnaire were targeted, but only 214 respondents were accepted for further data analysis.

Results and Discussion

As shown in Table 1, 89.7% respondent were single, 73.4% respondent were female, 85.5% age from 18 to 25 years old, 87.4% student and 76.6% with education level degree. Table 1 also revealed that 53.3% respondents will spend between RM7 to RM18 as per visit at the hipster café, 77.6% with the income level below RM1, 200 and 67.8% will visit Hipster Café in Kota Bharu once to twice a month.

Table 1: Demographic profile of Respondents

Item	Category	Percentage
Gender	Male	26.6
	Female	73.4
Age	18 -25 years old	85.5
	26 -35 years old	13.1
	Above 35 years old	1.4
Occupation	Student	87.4
	Self-employed	7.0
	Government Sector	0.9
	Private Sector	3.7
	Other	0.9
Marital Status	Single	89.7
	Married	10.3

Education	Phd	0
	Master	1.4
	Degree	76.6
	Diploma/STPM	15.4
	SPM/PT3	6.5
Income Level	< RM 1,200	77.6
	RM1,200 - RM2,500	17.3
	RM2,500 - RM5,000	4.2
	Above RM5,000	0.9
How often do you visit Hipster Cafe in Kota Bharu?	Once to twice a month	67.8
	Once a week	20.6
	2-3 days a week	11.7
How much do you usually spend money in hipster cafe per visit?	RM7 -RM18	53.3
	RM19 - RM35	33.2
	RM36 - RM50	12.6
	RM51 and above	0.9

According to the Table 2, the variables were positively correlated. The table shows that product quality and traveller satisfaction were significantly correlated at $r = 0.662$, $p < 0.01$. Furthermore, the result also shows that there is positive relationship between independent variable and traveller satisfaction. Thus, it proves that product quality are a predictor to traveller satisfaction at hipster café.

Table 2: Correlation Analysis

		Product Quality	**T. Satisfaction**
Product Quality	Pearson Correlation	1	.662**
	Sig. (2-tailed)		.000
	N	214	214
T. Satisfaction	Pearson Correlation	.662**	1
	Sig. (2-tailed)	.000	
	N	214	214

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

Table 3 shows that the means and standard deviation for the items was used to measure the product quality. There were five (5) questions measured with one (1) of the items had the highest mean 4.27 and standard deviation 0.700 on the statement 'The food presentation in hipster café that I visited is visually attractive' due to level of efficiency. Followed the mean 4.25 and standard deviation 0.731 on the statement 'The hipster café that I visited serve have a good quality café' due to the good of material of coffee. Followed mean 4.20 and standard deviation 0.774 on the statement 'The hipster café that I visited offered a variety of menu' due to easy make a choice. Next, mean 4.16 and standard deviation 0.746 on the statement 'The hipster café that I visited offered delicious food' due to the fresh goods. The lowest mean is 4.10 and standard deviation 0.847 on the statement 'The food portion in the hipster café that I visited was enough to satisfy my hunger' due to the delicious of the food.

Table 3: Descriptive Statistics for Product Quality.

	Items	N	Means	S. D
PQ1	The hipster café that I visited serve have a good quality coffee	214	4.25	0.731
PQ2	The hipster café that I visited offered delicious food	214	4.16	0.746
PQ3	The hipster café that I visited offered a Variety of menu	214	4.20	0.774
PQ4	The food presentation in the hipster café that I visited is visually attractive	214	4.27	0.700
PQ5	The food portion in the hipster café that I visited was enough to satisfy my hunger	214	4.10	0.847

Table 4 shows the mean and standard deviation for the items used to measure the Traveller satisfaction. There were five (5) questions measures with the highest means for both mean 4.23 and standard deviation 0.752 and 0.764 on the statement ‘My experience in the hipster café that I visited has been positive in general’ and ‘Overall, the services provided the hipster café that I visited are satisfying’ due to the suitable with the nice environment. Followed mean 4.21 and standard deviation 0.751 on the statement ‘Overall, I am satisfied with the hipster café that I visited’ due to the very suitable to drink. Followed mean 4.20 and standard deviation 0.768 on the statement ‘Services provided by the hipster café that I visited exceeds my expectations’ due to the very modern. The lowest mean is 4.11 and standard deviation 0.740 on the statement ‘I believe that I made the right decision after I dine in the hipster café that I visited’ due to the not regret in make a decision.

Table 4: Descriptive Statistics for the Traveller Satisfaction.

	Items	N	Means	S. D
TS1	Services provide by the hipster café that I visited exceeds my expectations	214	4.20	0.768
TS2	I believe I made the right decision after I dine in the hipster café that I visited	214	4.11	0.740
TS3	Overall, I am satisfied with the hipster café that I visited	214	4.21	0.751
TS4	My experience in the hipster café that I visited has been positive in general	214	4.23	0.752
TS5	Overall, the services provided the hipster café that I visited are satisfying.	214	4.23	0.764

Discussion

Based on Pearson correlation analysis, product quality was significantly correlated with traveller satisfaction (r = 0.662). Furthermore, the analysis showed that quality products are influenced traveller satisfaction positively (p = 0.01). Therefore, the hypothesis is acceptable because there is an excellent positive relationship between quality products and traveller satisfaction in the hipster cafe.

This result was supported by Flavio et al., (2009) and Verhoef and Lemon, (2013) believed there are several ways that can be done to integrate the quality of the product as well as quality control for the recurring production system on the production line to increase the level of traveller satisfaction with a product. Product quality has a direct relationship and positive impact on market share (Tellis, Yin, & Niraj, 2009). By improving the vision of the quality of goods can motivate the level of traveller satisfaction (Cameroon, Moizer, & Pettiniccbio, 2010). Hence, quality impact on traveller satisfaction affects higher lifetime value for consumers and businesses (Bolton, 1998; Hogan et al., 2002; Fetscherin & Toncar, 2009; Verhoef, & Lemon, 2013).

Conclusion

In conclusion, quality is life support for the quality of a product or service. It will ensure that consumers can buy and use quality products and services and have reliability over a long period (Feigenbaum & Feigenbaum, 2009). Apart of that, traveller satisfaction is determined by the quality of the products desired by the traveller. Traveller satisfaction is determined by comparing traveller expectations to the performance of goods or services that match the travellers wants. Thus, from this study, it can conclude that traveller satisfaction is influencing by product quality. Therefore, the café owner have to ensure the product quality is reaching customer or traveller expectation in order to get their satisfaction. This situation will lead to customer to come again as well as spread the good information about the café to others.

However, there is some limitation for this study as the researcher do an online survey, thus most of the respondents do not give good cooperation due to the lack of response and lack of interest infill it. Other than that, this study was only focus on one independent variables that influence traveller satisfaction at hipster café. Therefore, several recommendations were suggested for future research. Future study can add others variables that may influence traveller satisfaction at hipster café such as café environment, price and service provided and so on. Besides, future researcher was suggested to apply qualitative method in collecting data from respondents. Thus, researcher can obtain more in-depth information and less bias. The process of collecting data also should be conducted in the café while customers or traveller were visited.

Reference

Aliman.N.K., Hashim.S.M., Wahid.S.D.M., Harudin.S. (2016). Travellers' Satisfaction with Destination: An Investigation on Visitor to Langkawi Island. Faculty of Business Management, Universiti Teknologi Mara, Seri Iskandar, Campus Malaysia.

Adi Bhat. "Data Collection Methods: Definition, Examples and Sources". Retrieved from https://www.questionpro.com/blog/data-collection-methods/

Abdullah, F., Abdurahman, A. Z. A., & Hamali, J. (2013). The dimensions of Traveller preference in the foodservice industry. Business: Theory and Practice, 14(1), 64-73

Cruz, A. V., (2015). "Relationship between Product Quality and Customer Satisfaction". Walden University. Walden Dissertations and Doctoral Studies Collection.

Desai, A. (2011). The function and design of cafés: Throughout time. Retrieved June 17, 2017, from https://courses.cit.cornell.edu/dea150/files/2011%20files/Project%202.pdf

Etemad-Sajadi, R., & Rizzuto, D. (2013). The Antecedents Of Consumer Satisfaction And Loyalty In Fast Food Industry A cross-national Comparison Between Chinese And Swiss Consumers. International Journal of Quality & Reliability Management. 30 (7), 780-798.

Reeves, C. A., & Bednard, D. A. (1994). Defining quality: Alternatives and implicationsAcademy of Management Review, 19, 419-445.

Hair, J. F. Jr., Babin, B., Money, A. H., & Samouel, P. (2003). *Essential of business research methods.* USA: John Wiley & Sons.

Hui, H. Y., Lau, H. K., & Ng, Y. Y. (2014). Factors influencing customer's return patronage to café In Klang Valley (Doctoral dissertation, UTAR).

Krejcie, R. V, & Morgan, D. W. (1970). Determining Sample Size for research Activities. Educational and Psychological Measurement, 30, 607–610.

Mendoza, L. E., Marius, A., Pérez, M., & Grimán, A. C. (2007). Critical success factors for customer relationship management strategy. Information and Software Technology, 49(8), 913-945. https://doi.org/10.1016/j.infsof.2006.10.003

Putro, S.W., Semuel, H., Brahmana, & Ritzky, K.M.R. (2014). Pengaruh kualitas layanan dan kualitas produk terhadap kepuasan pelanggan dan loyalitas konsumen restoran happy garden surabaya. Jurnal Manajemen Pemasaran. 2(1), 1-9.

Tellis, Gerard J., Eden Yin and Rakesh Niraj (2009), "Does Quality Win? Network Versus Quality in High-Tech Markets," Journal of Marketing Research, Vol. 66, April, pp. 135-149.

Waters, D., & Waters, C. D. J. (2008). Quantitative methods for business. Pearson Education.

Zikmund, W. G., Babin, B.MJ., Carr, J. C. & Griffin, M. (2013). *Business research methods* (9th Ed.). Ohio: South-The researchersstern, Cengage Learning.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

WASSIYAH: THE DETERMINANTS OF USE

Siti Nurul Shuhada Deraman[1], Siti Rohana Mohammad[2], Nur Farahiah Azmi[3], Siti Afiqah Zainuddin[4], Tahirah Abdullah[5], Siti Salwani Abdullah[6]

[1,2,3,4,5,6]Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.
City Campus, PengkalanChepa, 16150 Kota Bharu, Kelantan
*Corresponding author email: shuhada.d@umk.edu.my

***Abstract**: Wasiyyah, or will, is a declaration of a person's property or benefit made during his lifetime and intended to be carried out for charity or any other purpose permitted by Islamic law after his death. In Islam, wealth accumulation is permitted if there is no element of manipulation, injustice, or monopoly of wealth. Furthermore, Shari'ah laws require that the manner in which wealth is accumulated be acceptable and permissible. The intention to engage in a behavior (influenced by the value the individual places on the behavior, the ease with which it can be performed, and the opinions of significant others) and the perception that the behavior is within his/her control determine the behavior's performance. Theory of Planned Behavior (TPB) tries to explain the implications of an individual's actions before they decide whether or not to engage in a particular behavior. The TPB supports this concept, stating that intention is assumed to be a motivating factor in influencing people's behavior. People's perceptions of their ability to perform a given behavior are referred to as perceived behavioral control in TPB. This extent that it is an accurate reflection of actual behavioral control, perceived behavioral control can, together with intention, be used to predict behavior. On top of this, the complexity has led to the overlapping powers and responsibilities of these entities. As a result of the complex law and procedures, the heirs of the deceased may be confused. This may affect his or her decision to claim the estate. Based on these observations, this paper responded to the call for further research to investigate the influencing factors on an individual's intention in practicing Wasiyyah.*

***Keywords**: Wassiyyah, Theory of Planned Behaviour, Perceived Behavioral Control*

Introduction

Wasiyyah, or will, is a declaration made during a person's lifetime concerning his property or gain after death, to be carried out for charity or any other purpose permitted by Islamic law (Aziz, 2012). Every Muslim should write a will before dies, as it is both necessary and recommended. It is so because a will aids in determining what happens to one's assets, property, and belongings after death (Harbi et al., 2013). Wasiyyah, according to Aziz (2012), is a legal document that allows a person to decide how his or her property will be distributed after death. It is a person's gift or donation to another after his death, whether expressed verbally or not. Wasiyyah is carried out after a person makes an ijab (offer), but qabul (acceptance) is not required during his lifetime and is only required after his death (Muda, 2008). Wealth accumulation is permissible in Islam as long as there is no element of wealth manipulation, inequality, or monopoly. Furthermore, according to Shari'ah law, the manner in which wealth is accumulated must be appropriate and lawful. The money should also be invested in ways that will bring Allah's blessing and reward (Ghul et al., 2015).

When it comes to wealth planning, the rising trend of unclaimed inheritance estate has been a serious issue, with reports estimating that the unclaimed inheritance estate is worth around

RM60 billion (Abdullah et al., 2017). Unclaimed inheritance accumulation is a concern in Malaysia that requires immediate attention (Kamarudin & Alma'amun (2013); Said & Saad (2016) and Abdullah et al., (2017). There are over a million properties registered in the names of the deceased owners. According to Puad et al., (2018), more than 85% of Malaysian Muslims have not done any estate planning. These terrifying figures highlight the importance of providing Muslims with the resources they need to solve the problem right away, as this phenomenon has resulted in a slew of unclaimed inheritance issues in Malaysia (Puad et al., 2018; Ghul et al., 2015; Said & Saad, 2016).

This conceptual paper called for more research based on these findings to look into the factors that influence people's willingness to practice wasiyyah. Hence, this study intends to examine the influence of attitude, subjective norms and perceived behavioral control on individuals' intention in practicing wasiyyah.

Literature Review

Intention in practicing Wasiyyah

According to Ajzen (1985), intention is a mental process that occurs when an individual attempt to perform a specific behavior rather than when the behavior is actually performed. It can help to identify the motivational factors that influence behavior in terms of how people struggle in their willingness to try and how much effort they plan to put in to perform certain acts throughout the intentions. As a result, the stronger the desire to engage in a behavior, the more likely it is to be carried out (Ajzen, 1991). The testator decides on the wasiyyah in order to assist them in managing their estate planning in accordance with Islamic law. Islam is a religion and social life scheme that incorporates beliefs, morals, and behavior. As a result, the intention of Muslims' actions is the most important aspect of their actions, according to Islam (Ahmad & Pyeman, 2008).

Theoretical Foundation

The primary theory-driver model that has appeared in the literature to explain intention in practicing wasiyyah- the expected action in practicing wasiyyah model defined by Ajzen (1991) as a "planned behavior" theory. The goal is predicted by behavioral behaviors and subjective norms, according to the Rational Action hypothesis. Furthermore, it focuses on the role of intentions and their ability to predict focal behavior in the Theory of Planned Behavior (TPB). According to the theory, behavior is predicted by attitudes, subjective norms, and a concept of perceived behavioral control. The theory's basic premise is that where behavior is more conducive to a person's mindset and subjective norm, and the perceived behavioral influence is greater, a person's desire to carry out the behavior should be higher (Ajzen, 1991). Figure 1 demonstrates the research framework of this study and discussed in greater detail in the later section.

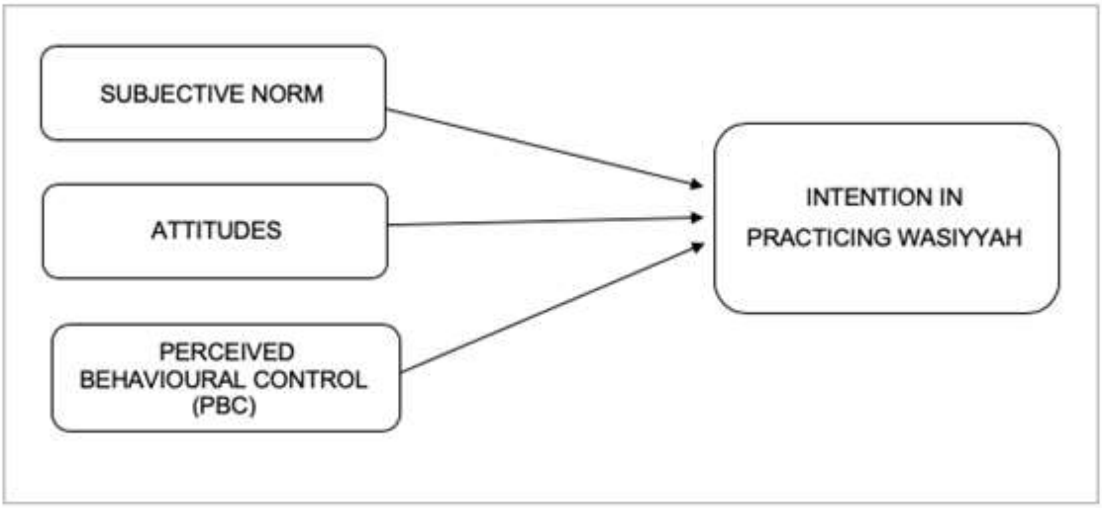


Figure 1: A conceptual framework

Factors Influencing Individual Intention in Practicing Wasiyyah

Subjective Norms

Subjective norm, according to Ajzen (1991), is defined as the detected social pressure to perform or not perform the behavior. This is a belief about whether or not the significant other believes they will perform the behavior. The social pressure on individuals to perform or not perform certain behaviors, such as the motivation to follow the views of significant others, is measured by subjective norm. It denotes the fact that important referents (other people or groups) believe that one should carry out the actions and be inspired to follow these referents (Sommer, 2011). Thus, Muslims intention in practising wassiyah is subjected to the surrounding environment whether it is contributing or not.

Attitudes

Attitude is the most important factor in predicting and explaining human behavior is attitude. This refers to how positive or negative a person's feelings are about the behavior of interest "The more favorable the attitudes toward a behavior, the stronger the individual's intention to perform the behavior under consideration," according to Ajzen (1991). Attitude refers to how one feels and thinks in a consistent manner (Ajzen et al., 1980). It describes a person's ability to react positively or negatively in a private setting (Eagly & Chaiken, 1993). Individual intention in practicing wasiyyah and understanding the importance of this Islamic will (wasiyyah) as a platform to manage their wealth is also influenced by their attitude. A significant relationship between attitude and intention has only been discovered in a few studies (Ismail et al., 2016; Yet et al., 2011). Further, studies have shown that attitude predicts intentions and behavior (Huda et al., 2012; Dermentzi & Papagiannidis, 2018; Linden, 2011). Alma'Amun (2010), for example, discovered that one's attitude has a positive and significant impact on one's intention to use Islamic personal financing. While Md Husin & Ab-Rahman (2016) found that there is a link between attitude and intention to participate in takaful products.

Perceived Behavioral Control

Perceived behavioral influence is an individual's perception of a situation in which the action of interest is simple or difficult to carry out (Ajzen, 1991). It is also expected to rise as people feel more empowered and trusted (Ajzen, 1985; Hartwick & Barki, 1994; Lee & Kozar, 2005)The participant's understanding of his or her ability to execute an expected action is expressed by the perceived behavioral control and influence the intention of practicing wasiyyah The ability and availability to practice wasiyyah, on the other hand, is the most important factor in determining perceived behavioral control. In other words, a person may be able to practice wasiyyah, but their daily environment may prevent them from doing so. Hence, in the context of wasiyyah practices among Muslims the perceived behavioural control reflected with the Muslims perception of the use of wasiyyah in which it is more relates to the awareness or the understanding towards the importance of it.

Conclusion

In short, this conceptual paper suggests that subjective norms, attitudes, and perceived behavioral control all play a role in influencing people's intentions to practice wasiyyah, with attitude being the most important factor. As a result, more research is needed to determine which variables should be included in order to improve an individual's desire to practice wasiyyah. Therefore, it is crucial for future research to undertake and study towards the Muslims level of awareness towards wassiyyah availability among Muslims, not only in urban area but also in rural area in which it is particularly associates with the problem such as lack of information dissemination and many more.

References

Abdullah, N., Basir, F. A. M., Ariffin, A. M., Yusuff, N. D., & Hidayah, S. N. (2017). Contributing factors to will adoption among the urban Muslims community in Klang Valley. *Journal of Emerging Economies & Islamic Research*, 5(4), 42-50.

Ahmad, I. & Pyeman, J. (2008). Exploring Muslim Society’s Knowledge of Wasiyyah. *TheJournal of Muamalat and Islamic Finance Research*, 5(1), pp. 39-60.

Ajzen, I. (1985), *From intentions to actions: a theory of planned behavior*, in Kuhl, J. and

Beckmann, J. (Eds), Action Control: From Cognition to Behavior, Springer, Heidelberg, pp. 11-39.

Ajzen, I. (1991). *The theory of planned behaviour*. Organizational Behaviour and Human Process, 50 (2), 79-211

Ajzen, I., Fishbein, M., Jaccard, J., Davidson, A. R& Loken, B. (1980). *Predicting and understanding family planning behaviors. In Understanding attitudes and predicting social behavior*. Prentice Hall

Alma'Amun, S. (2010). *Islamic Estate Planning: Analysing the Malaysian Perceptions on Wasiyyah (Will) and Bequest Practices* (Doctoral dissertation, Durham University).

Aziz, M.R.A. (2012). *Introduction to Islamic Institutions in Economics and Finance*. Universiti Sains Malaysia Publisher

Dermentzi, E., & Papagiannidis, S. (2018). Academics’ intention to adopt online technologies for public engagement. *Internet Research*, 28(1), 191-212.

Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich College Publishers.

Ghul, Z. H., Yahya, M. H., & Abdullah, A. (2015). Wasiyyah (Islamic Will) Adoption and the Barriers in Islamic Inheritance Distribution among Malaysian Muslims. *International Journal of Humanities Social Sciences and Education*, 2(1),1-11.

Harbi, N. Al, Al Hudayr, H., Duweik, G., & A.B, Z. (2013). e-Wasiyah : A Solution for Wealth

Management after death. *International Journal Of Information System and Engineering(IJSE), Vol.1,No .1*.

Hartwick, J., & Barki, H. (1994). Explaining the role of use participation in information system use. *Management Science*, 40(4), 440–465

Huda, N., Rini, N., Mardoni, Y., & Putra, P. (2012). The analysis of attitudes, subjective norms, and behavioral control on muzakki's intention to pay zakah. *International Journal of Business and Social Science*, 3(22).

Ismail, S., Hashim, N., Kamis, R., Harun, H., & Abdul Samad, N. N. (2016). Determinants of attitude towards estate planning in Malaysia: An empirical investigation. *Procedia Economics and Finance*, (September).

Kamarudin, M. K., & Alma'amun, S. (2013). Analysing the knowledge and practice of hibah(inter vivos gift) within the contextual form of Islamic estate planning in Malaysia: variations across control variables. *Prosiding Perkem VIII*, (3), 1280-1290.

Lee, Y., & Kozar, K. (2005). Investigating factors affecting the anti-spyware system adoption. *Communications of the ACM*, 48(8), 72–77.

Linden, S. V. (2011). Charitable intent: A moral or social construct? A revised theory of planned behaviour model. *Curr Psychol*, 30, 355-374.

Md Husin, M., & Ab Rahman, A. (2016). Do Muslims intend to participate in Islamic insurance? Analysis from theory of planned behaviour. *Journal of Islamic Accounting and Business Research*, 7(1), 42-58.

Muda. Z. (2008). Instruments of hibah and wills: Analysis of the regulations and applications in Malaysia. *This paper was presented at the Hibah and Faraid National Convention 2008, organized by JAKIM on August 7, 2008*. Multipurpose Hall: the Wilayah Mosque, Kuala Lumpur.

Puad, N. A. M., Rafdi, N.J., Sanusi, S.A., & Sarip, M. M. (2018). The Journey on Wasiyyah in Malaysia: A Calling for an Expansion. 4(3). 103-116.

Said, N. M., & Saad, R. A. J. (2016). A conceptual model of hibah giving behavior. *International Review of Management and Marketing*, 6(8S), 18-21.

Sommer, L. (2011). The theory of planned behaviour and the impact of past behaviour. *International Business & Economics Research Journal*, 10(1), 91-110.

Yet, M. L., Ching, S. Y. & Teck, H. L. (2011). Intention to shop online: a study of Malaysian baby boomers. *African Journal of Business Management*, 5(5), 1711-1717.

FACTORS AFFECTING CONSUMER BUYING DECISION DURING COVID-19 IN MALAYSIA

Wan Farha Wan Zulkiffli [1]
Endah Sofia Bt Abd Sani [2]
Lu Man Hong [3]

[1] Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia, farha@umk.edu.my
[2] Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia, endahsofia97@gmail.com
[3] Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia, vicklumanhong@gmail.com

---

Abstract: *The focus of this research is to look into the elements that influence customer purchasing decisions during Covid-19 in Malaysia's worst-affected areas. Consumer spending habits have changed substantially since the widespread epidemic of the Covid-19 virus. This is since customers should limit their buying activity to save money in case of future crises. Many people are impressed by the changes that are occurring, particularly in industry and trade. As a result, the goal of this study is to look at the interaction between four major aspects that influence customer purchasing decisions: product, price, location or channel, and marketing. This research used a questionnaire that was distributed and completed by 384 people, with a population scope that included all residents in the Covid-19-affected area. The relationship between these four parameters and customer purchasing decisions was investigated using Pearson correlation coefficient analysis and regression analysis. According to the study's findings, there is a strong link between product, price, location or channel, and promotion. Finally, the findings of this study can help society, government, retailers, and other scholars better understand consumer purchasing decisions, particularly in the event of a future crisis.*

Keywords: Covid-19, Place, Price, Product, Promotion.

Introduction

The Covid-19 pandemic had spread to over 114 nations by March 11, 2020, before the WHO publicly designated it an outbreak (Anjorin, 2020). Since March 2020, the virus has spread rapidly over the world, affecting many areas and countries. Consumer behaviours are adjusted in real-time to the new environment and conditions as social separation becomes the new normal as a result of the Covid-19 pandemic (Sarkis, Cohen, Dewick, & Schröder, 2020). Sarkis et al. (2020) and Mehta, Saxena, and Purohit (2020) discovered that amid the Covid-19 pandemic epidemic, purchasing behaviour is changing. They are more inclined to purchase a low-cost item than a high-cost item. They will only buy things that meet their basic needs and will have fewer plans to acquire products that do not meet their demands. Consumers in Malaysia want to spend more money on a product that will endure a long period. In addition, they prefer to buy necessities rather than luxury products. Malaysians are adapting to their new living conditions, as evidenced by this shift in purchasing behaviour (Yau, Ping, Shoesmith, James, Hadi, & Loo, 2020).

The goal of the study was to determine the association between factors influencing consumer purchasing decisions during Covid-19 in Malaysia's most affected areas. Consequently, during this pandemic epidemic, consumers need to learn more about their purchase patterns and the elements that influence their purchasing decisions, such as price, product, place, and promotion. Furthermore, this study will examine if consumer purchasing decisions are influenced by aspects such as product, location, price, and promotion, particularly under Movement Control Order (MCO) or Conditional Movement Control Order (CMCO) (CMCO). The government has authorised just specific economic sectors to operate with official licence under MCO or CMCO. As a result, it has a huge impact on purchasing decisions, as this circumstance has significantly altered consumer purchasing patterns.

Literature review

Hawkins Stern's Impulse Buying Behaviour

Hawkins Stern's Impulse Buying Theory is the research's fundamental model. Stern (1962) coined the term "suggestion impulse purchase" to describe the purchasing of a new product based on self-recommendation but with no prior knowledge. Stern (1962) classified impulse buying as planned, unplanned, or impulse, and indicated that some product-related criteria could predict impulse purchases. Marketing stimuli (4Ps), need or motivation, and so on are some of the factors that motivate customers. In this study, the researcher focuses on marketing stimuli aligned as an external factor that influences customer purchasing decisions. Product, pricing, location, and promotion are the four components of marketing stimuli (Kotler, 2020). This stimulus depicts external factors that influence consumer decision-making. Hawkins Stern's Impulse Buying Behaviour is illustrated in Figure 1.

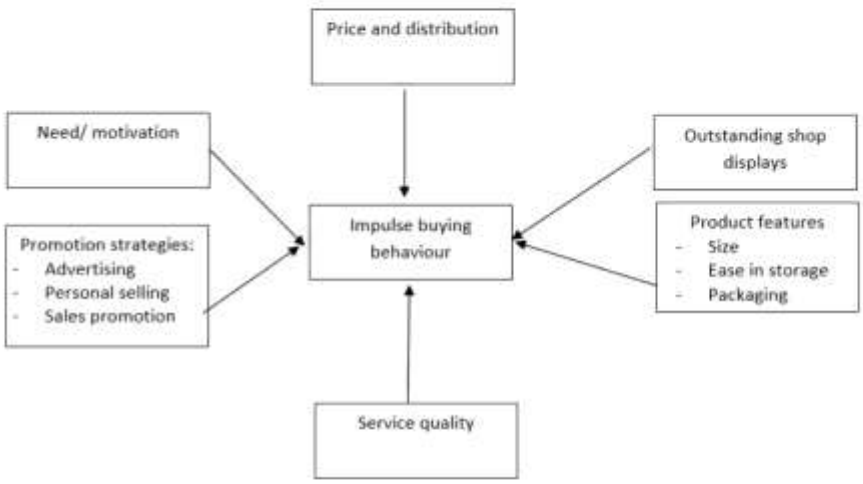


Figure 1: Hawkins Stern's Impulse Buying Behaviour

The marketing mix, often known as the 4Ps, is another term for marketing stimulus. According to the theory, marketing efforts impact buyer decisions. Marketers can use marketing stimuli to influence clients to suit their demands and make a profit. The 4Ps of marketing stimuli are the aspects that a marketer coordinates to impact people's consumption choices: product, price, place or distribution, and promotion (Gbadamosi, 2020; Kotler, 2020). Shopping and marketing environments are examples of marketing stimuli or external stimuli. The buyer's decision is an output phase that explains customer behaviour during the buying or post-buying evaluation process. Because it has been employed by many prior kinds of research, the researcher(Altay, Okumuş, & Mercangöz, 2021; Rumiyati & Syafarudin, 2021; Vafainia, 2020) used marketing stimuli as a factor influencing consumer buying decisions in this study.

Consumers usually demonstrate consistent decision-making approaches to drive their decision-making when they shop, according to the prior study (Raewf, Thabit, & Jasim, 2021). Aside from that, customers frequently exhibit a variety of shopping tendencies. This is since consumers have a wide range of requirements and desires, which are influenced by their habits, personalities, attitudes, and financial circumstances. Many elements, including brand, quality, price, habit, recreation, confusion, impulse, and fashion, combine to define an individual's distinctive shopping habits for various reasons (Raewf et al., 2021). During the Covid-19 pandemic, Malaysians' purchasing habits altered (Altay et al., 2021) which become a supporting reason to carry out this study.

Product

Consumer purchasing decisions are heavily influenced by product variables. Before making a purchase, consumers usually consider the type of product, the quality of the product, and the functioning of the product (Kotler, 2020). This is because consumers will select things that fit their requirements and desires (Kotler, 2020).

Indeed, consumers are more interested in product characteristics that are appealing to them and useful to them (Sarkis et al., 2020). As pandemic occur, recently consumers appended necessary And high quality of product is their priority choice to purchase since the decrease of income as stated by the study from Faritzal and Ibrahim (2021), Dewi, Aprilia, Hardana, Pariasa, Sofianti, and Prasetyaningrum (2021), and Najmudin, Andari, and Harnaji (2021). Hence, the hypothesis formed as:

H1: There is a significant relationship between product and consumer decision buying.

Price

The pricing element has a significant impact on a consumer's decision to purchase a product. The consumer's price perception explains information about a product and provides it with deep significance (Kotler, 2020). Consumers will buy depending on product costs because they want to buy things that will benefit them (Kotler, 2020). For example, consumers will not purchase a product whose price is not commensurate with its quality. As a result, they will incur expenses that will benefit them. A product's price is significant since it determines its value.

However, Faritzal and Ibrahim (2021) and Najmudin et al. (2021) stated that during Covid-19, reduced prices are capable of increasing their willingness to purchase the product. Hence, the hypothesis formed as:

H2: There is a significant relationship between price and consumer decision buying. \

Place

The procedure and means utilised to bring the product or service to the consumer are referred to as place (Mahendher, Maiti, Debnath, & Rao). Consumer purchasing decisions are also influenced by the location element because consumers must pick where to buy before making a purchase (Guo, Zhong, Wang, & Li, 2021). For example, because they do not have enough time to stop by the restaurant, busy business users prefer to place meal delivery orders online. Correct placement is a crucial action that focuses on reaching the appropriate target audience at the appropriate moment (Kotler, 2020).

Thus, Guo et al. (2021) justified that consumers willing to purchase their product with the nearby retail store in order to reduce the affection of covid-19 virus. Hence, the hypothesis formed as:

H3: There is a significant relationship between place and consumer decision buying.

Promotion

The promotion element has a significant impact on a consumer's decision to purchase a product. The marketing communication used to make the offer known to potential clients and urge them to study it further is referred to as promotion (Cahyani, Hermawanto, & Nasution, 2021; Tarigan, Sabrina, & Syahputri, 2020). Promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative qualities of a product, service, brand, or problem, according to Kotler (2020). It aids marketers in establishing a distinct identity in the minds of clients (Cahyani et al., 2021; Tarigan et al., 2020).

Past studies (Cahyani et al., 2021; Tarigan et al., 2020) indicated that during a pandemic, retail outlets provide the most up-to-date and valuable information on promotions that can affect their purchasing decisions. Hence, the hypothesis formed as:

H4: There is a significant relationship between promotion and consumer decision buying.

Research Methodology

For this study, the researcher employed quantitative data collection methods. This strategy was chosen by the researcher since it is simple to compare findings and may be implemented in a short period. The questionnaire has been delivered to the respondents to test the dependent and independent variables. The researchers perform the survey by sending questionnaires to respondents in Malaysia's Covid-19-affected districts, which include Kuala Lumpur, Selangor, Negeri Sembilan, and Kedah. Hence, the population of Covid-19's most afflicted area in Malaysia served as the study's sample. The total population number is 11.63 million people, respondents in the most affected area of Covid-19 would become the sample size in this study. The appropriate sample size for this research is 384, according to the formula employed by Krejcie and Morgan (1970) in establishing the sample size of the research. However, due to the poor return rate of a distributed questionnaire, we would distribute four hundred copies of the questionnaire to assure adequate data collection.

The researcher employed probability sampling methods to select respondents from the most severely afflicted districts of Covid-19 in Malaysia, including Kuala Lumpur, Selangor, Negeri Sembilan, and Kedah. A basic random sample is employed in this sampling method, in which each individual is chosen at random and wholly by chance, such that each individual has the same chance of being chosen at any point during the sampling process.

The researchers employed a structured questionnaire as their research tool in this study. The entire research investigation was conducted using questionnaires as the primary method of data gathering. In any research proposal, one form of source for gathering and collecting data is questionnaire validation (Chan, Fung, & Chien, 2013). The questionnaire would be broken into three sections: Section A, Section B, and Section C. In general, Section A refers to the demographics of respondents, such as age, gender, race, mutual status, and so on. The independent factors and dependent variables would be the topic of Section B and Section C questions. While product, price, location, and promotion were all independent variables. The consumer purchasing decision was the dependent variable.

The Likert scale, which is a 5-point Likert scale that is commonly based on the strongly agree, agree, neutral, disagree and strongly disagree type of wrath, was used in the research study because of its ease of analysis. Because there are so many researchers that utilise this form of Likert scale, the researcher chooses the 5-point Likert scale. The researcher analysed and interpreted the data using the Statistical Package for the Social Sciences (Version 21.0 SPSS). Simply, this software could manipulate and evaluate intricate data (Verma, 2012).

Data Finding

Demographic Profile

Table 1: Demographic Profile

Constructs	Frequency	Percentage
Age		
Below 20 Years old	72	18.8
20 to 29 Years Old	166	42.0
30 to 30 Years Old	92	25.1
40 and above	54	14.1
Gender		
Female	224	58.3
Male	160	41.7
Race		
Malay	312	18.8
Chinese	44	42.0
Indian	28	25.1
Marital Status		
Single	198	51.6
Married	186	48.4
Occupation		
Student	151	38.3
Government	45	11.7
Private	59	15.4
Self-employed	95	24.7
Unemployed	34	8.9

Table 1 revealed that the bulk of the respondents were between the ages of 20 and 29 with 166 in total (42.00 percent). Then 92 responses were between the ages of 30 and 39 years old (25.10 percent). It received 72 responses (18.80 percent) from respondents under the age of 20, and 54 responses from respondents aged 40 and up (14.10 percent). Next, females made up the bulk of those who took part in the survey question, with 224 people responding (58.30 percent). The remainder is made up of males, who accounted for 160 responses (41.70 percent). Moreover, the race of the majority of the respondents (312 people) was Malay (81.30 percent). Following that, 44 Chinese respondents took part in the survey question (42.00 percent). With 28 respondents, Indians make up the minority of the remaining respondents (25.10 percent). Furthermore, the most common mutual status among respondents was single, with 198 respondents (51.60%), and the least common mutual status was married, with 186 respondents (48.40 percent). Last but not least, the occupation of students was the most common, with 151 respondents (38.30 percent). Then came self-employed people, who accounted for 95 percent of the total (24.70 percent). The number of respondents from the business sector ranks third, with 59 respondents (15.40 percent) while Respondents from the government sector are in fourth place with 45 (11.70 percent) and jobless respondents are in fifth place with 34. (8.90 percent).

Pearson Correlation Analysis

Table 2: Pearson Correlation Result

Constructs	Hypothesis	Pearson Correlation Value	Significant	Justified
Product > Consumer Buying Decision	H1	0.575	0.000	Accepted
Price > Consumer Buying Decision	H2	0.586	0.000	Accepted
Place > Consumer Buying Decision	H3	0.563	0.000	Accepted
Promotion > Consumer Buying Decision	H4	0.647	0.000	Accepted

Based on Table 2, all hypotheses in this study been justified as a substantial relationship for all independent variables towards consumer buying decision since the person value range between 0.575 to 0.647. Furthermore, all significant values are pointed at 0.000 which less than 0.05.

Multiple Regression Analysis

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std Error
1	0.724[a]	0.524	0.5200	0.30178

a. Predictors: (Constant), Promotion, Place, Product, Price
b. Dependent Variable: Consumer buying decision

Based on Table 3, the R square of several linear regressions for consumer buying decisions in Malaysia's Covid-19 most affected area was 52.4%. This meant that the independent factors of product, price, location, and marketing accounted 52.4 percent for the majority of the variance in customer purchasing decisions.

Table 4: Coefficient Table

Model	Unstandardized Coefficient		t-value	p-value
	Beta	Std. Error		
Constant	0.722	0.178	4.053	0.000
Product	0.182	0.047	3.859	0.000
Price	0.159	0.046	3.434	0.001
Place	0.183	0.044	4.105	0.000
Promotion	0.307	0.044	7.014	0.000

a. Predictors: (Constant), Promotion, Place, Product, Price
b. Dependent Variable: Consumer buying decision

Table 4 showed the coefficient result in this study. Therefore, the equation can indicate that as below:

$$\text{Consumer buying behaviour} = 0.182\ (\text{Product}) + 0.159\ (\text{Price}) + 0.183\ (\text{Place}) + 0.307\ (\text{Promotion})$$

Based on the formula above, it can explain that when increasing 1 percent of product which result increase of 18.2 percent of consumer buying behaviour remaining factors of price, place, and promotion. Furthermore, when a price is increased by 1%, the remaining factors of product, location, and promotion result in an increase of 15.9 percent in customer buying behaviour. Moreover, when a place is increased by 1%, the remaining components of price, product, and marketing result in an 18.3 percent rise in customer buying behaviour. Last but not least, when a promotion is increased by 1%, the remaining elements of price, location, and product result in an increase of 30.7 percent in customer purchasing behaviour.

Since all independent variables in this study have 0.000 on p-value which less than 0.05, this indicated all independent variables are significant in this model. By comparing the beta value, the promotion has the greatest value compared to other variables which explained that promotion is the most influential factor in this study.

Discussion

According to the findings, there were four factors influencing consumer purchasing decisions during Covid-19 in Malaysia's most affected area. Product, pricing, location, and promotion are the four aspects that make up the 4Ps. To get the best outcome from the findings in this investigation, quantitative methodologies were applied.

First of all, there is a strong link between the product and consumer purchasing decisions. This can justify target respondents in this study concern their impressions of a product they enjoy are continuously being cultivated and functionality product become purchase determinant point during Covid-19 as aligned with the study of Faritzal and Ibrahim (2021), Dewi et al. (2021), and Najmudin et al. (2021).

Furthermore, the second finding indicated there is a significant relationship between price and consumer buying decisions. Most of the target respondents in this study agreed that low prices capable to increase their willingness to purchase the product during Covid-19. This supported by the study from Faritzal and Ibrahim (2021) and Najmudin et al. (2021) appended consumers will be enticed to acquire products from shops because of the low pricing especially pandemic season. Next, the third finding indicated place significant associated to the consumer buying decision. This can be explained that the retail store location must be nearby their residence area which becomes a determinant point to make purchase decisions during covid-19 which aligned with the finding from Guo et al. (2021).

Last but not least, promotion has been identifying as the most influential factor in this study and it has a significant relationship with consumer buying decisions during the covid-19 season. Based on the responses from target respondents pointed that the retail stores provide the greatest and useful information regarding promotion capable to influence their purchase decision during pandemic which supported by the study from Cahyani et al. (2021) and Tarigan et al. (2020).

Conclusion and Future Recommendations

Finally, by examining variables such as product, price, location, and promotion, this study aimed to gain a better knowledge of the factors influencing consumer purchasing decisions during Covid-19 in Malaysia's most affected area. Finally, it can be concluded that during Covid-19, product, price, location, and advertising were the elements that influenced consumer purchasing decisions. This is since the research met all of its objectives, which included examining the relationship between all of the independent factors and the dependable variable. Besides, promotion becomes the main determinant factor for doing purchase decisions during the pandemic.

There were several suggestions or recommendations for future research. Future scholars interested in this field can investigate more factors such as risk factors in addition to the ones mentioned in this study. As previously stated, the current study is solely focused on the four criteria of product, price, location, and advertising. Similar types of analysis approaches can be used by future researchers. Expanding on other factors that influence customer purchasing decisions can lead to fresh findings that are still relevant in the future.

The findings of this study could not be applied to all scenarios or occurrences because the data was only collected during Covid-19 in Malaysia's most afflicted area. As a result, future researchers conducting comparable studies could broaden the spectrum of respondents who aren't involved in critical situations or crises, enhancing the value of the findings and increasing generalizability.

References

Altay, B. C., Okumuş, A., & Mercangöz, B. A. (2021). An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service. *Complex & Intelligent Systems*, 1-12.

Anjorin, A. A. (2020). The coronavirus disease 2019 (COVID-19) pandemic: A review and an update on cases in Africa. *Asian Pacific Journal of Tropical Medicine, 13*(5), 199.

Cahyani, A. Z., Hermawanto, A. R., & Nasution, N. L. (2021). Analysis Price and Promotion of Customer Loyalty in Modern Retail Shopping Centers in The Pandemic Time Covid-19 Through The Purchase Decision Strategy as Moderation. *International Journal of Business, Technology and Organizational Behavior (IJBTOB), 1*(1), 35-46.

Chan, Z. C., Fung, Y.-l., & Chien, W.-t. (2013). Bracketing in phenomenology: Only undertaken in the data collection and analysis process. *The qualitative report*, *18*(30), 1-9.

Dewi, H., Aprilia, A., Hardana, A., Pariasa, I., Sofianti, D., & Prasetyaningrum, D. (2021). *The impact of product familiarity on the purchase decisions of fruits and vegetables during COVID-19 pandemic.* Paper presented at the IOP Conference Series: Earth and Environmental Science.

Faritzal, A., & Ibrahim, F. (2021). Price and Product Geographic Origin Influencing Purchase Decisions and Acceptance of Dell PCs in Indonesia During Covid-19. *Review of International Geographical Education Online, 11*(3), 163-170.

Gbadamosi, A. (2020). Buyer behaviour in the 21st century: Implications for SME marketing. In *Entrepreneurship Marketing* (pp. 72-96): Routledge.

Guo, T., Zhong, S., Wang, X., & Li, G. (2021). Does product display quantity increase purchase intention? The mediation of diminished pain of payment. *Journal of Research in Interactive Marketing*.

Kotler, P. (2020). The consumer in the age of coronavirus. *Journal of Creating Value, 6*(1), 12-15.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement, 30*(3), 607-610.

Mahendher, S., Maiti, A., Debnath, A., & Rao, N. COVID-19 Awareness of People and its Impact on Lifestyle and various Sectors of the Economy.

Mehta, S., Saxena, T., & Purohit, N. (2020). The new consumer behaviour paradigm amid COVID-19: Permanent or transient? *Journal of Health Management*, *22*(2), 291-301.

Najmudin, M., Andari, E., & Harnaji, B. (2021). *The Influence Social Media, Product Quality and Price Perception on Culinary Product Purchase Decisions in the Era of Pandemic Covid-19.* Paper presented at the 3rd International Conference of Banking, Accounting, Management and Economics (ICOBAME 2020).

Raewf, M. B., Thabit, T. H., & Jasim, Y. A. (2021). The Relationship between the Elements of Marketing Mix and Consumer Behavior during Environmental Uncertainty. *Cihan University-Erbil Journal of Humanities and Social Sciences, 5*(1), 50-55.

Rumiyati, R., & Syafarudin, A. (2021). The Influence of Service Quality, Marketing Mix, on Bank Customer Satisfaction in the Era Covid-19. *Ilomata International Journal of Tax and Accounting*, *2*(1), 84-96.

Sarkis, J., Cohen, M. J., Dewick, P., & Schröder, P. (2020). A brave new world: Lessons from the COVID-19 pandemic for transitioning to sustainable supply and production. *Resources, Conservation, and Recycling, 159*, 104894.

Stern, H. (1962). The significance of impulse buying today. *Journal of marketing, 26*(2), 59-62.

Tarigan, E. D. S., Sabrina, H., & Syahputri, Y. (2020). The Influence of Lifestyle and Sales Promotion on Online Purchase Decisions for Home-Cooked Culinary during COVID-19 in Medan City, Indonesia. *International Journal of Research and Review, 7*(10), 140-144.

Vafainia, S. (2020). Marketing in post COVID-19 era: A guide for marketing managers. *ESCP Impact Paper*(2020-07), 31-35.

Verma, J. (2012). *Data analysis in management with SPSS software*: Springer Science & Business Media.

Yau, E. K. B., Ping, N. P. T., Shoesmith, W. D., James, S., Hadi, N. M. N., & Loo, J. L. (2020). The behaviour changes in response to COVID-19 pandemic within Malaysia. *The Malaysian journal of medical sciences: MJMS, 27*(2), 45.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

DID ONLINE FEEDBACK IMPACT ONLINE SHOPPERS' IMPULSE PURCHASES ON LAZADA MALAYSIA?

Lu Man Hong [1]
Wan Farha Wan Zulkiffli [2]
Noorshella Che Nawi [3]

[1] Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia, vicklumanhong@gmail.com
[2] Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia, farha@umk.edu.my
[3] Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia, norshella@umk.edu.my

---

Abstract: *Among Malaysians who use the Internet, online shopping has surged to third place. Past customer online reviews are typically decisive elements for an online business's success or failure since online consumers encounter online reviews while visiting a website, and it has a direct impact on their ability to purchase impulsively and their online impulse buying behaviour. As a result, this study identified two types of online reviews as independent variables: hedonic and utilitarian value online reviews, as well as browsing and the urge to buy impulsively as intervening variables. The dependent variable is online impulse buying behaviour. This survey only included online buyers who have made at least one purchase on Lazada Malaysia as Lazada Malaysia is the most popular online shopping destination in Malaysia. This study used a quantitative approach, with 50 responses collected via an online questionnaire from online shoppers who had made at least one purchase on Lazada Malaysia. The finding indicated that online reviews with hedonic value impact browsing, and browsing influences the desire to buy impulsively, leading to online impulse purchases.*

Keywords*: Browsing, Hedonic value online review, Lazada Malaysia, Online impulse buying behaviour, Utilitarian value online review, urge to buy impulsively*

Introduction

People's regular duties have become easier to do as a result of technological advancements. This included the fact that buying habits are growing more convenient year after year. According to a CIA survey, 15 million Malaysians utilised the internet in 2009, with 17 million using it in 2012 (International Telecommunication Union, 2012). The Malaysian e-commerce business received a lot of information as the country's internet usage grew. Despite the numerous benefits of purchasing online, customers are wary of doing so. As a result, while visiting a website to make a purchasing decision, consumers are more inclined to check for past consumer reviews of items and services, as well as retailers (Reimer & Benkenstein, 2016; Yang, Sarathy, & Lee, 2016).

User elements such as website design and product attributes became attractive target variables in most previous online impulse purchasing behaviour research (Lo, Lin, & Hsu, 2016; Rezaei, Ali, Amin, & Jayashree, 2016). Furthermore, according to empirical research (Zhang, Xu, Zhao, & Yu, 2018), there are limited studies on the social effect on online purchasing behaviour, particularly in Malaysia. Zhang et al. (2018) investigated the association between online reviews and browsing, then browsing and the want to buy impulsively, and finally the desire to buy impulsively and online impulse buying behaviour. Furthermore, this study exclusively looks at users who purchase on Lazada Malaysia, which is ranked top in monthly traffic estimates among Malaysian e-commerce websites according to an Asean Up report from 2019. As a result, based on Lazada online consumers in Malaysia, this study aims to identify online review towards browsing, browsing towards urge to buy impulsively, and urge to buy impulsiveness towards online impulse buying behaviour. Furthermore, the goal of this research is to determine whether impulsiveness has a moderating effect on the association between urge to buy impulsiveness and online impulse buying behaviour.

Literature review

Online Impulse Buying Behaviour

According to Chen and Ku (2021), there are four sorts of impulse purchases: pure, reminder, suggestion, and premeditated. According to the review, "individuals becoming unpredictable in their daily shopping routines, resulting in impulse buying behaviour" (Chen & Ku, 2021). A person's out-of-the-ordinary purchase behaviours that mix expertise or product knowledge with cognitive effort are termed as reminder impulsive buying (Zhang et. al., 2018). When people are drawn to new products, the phenomenon of suggestion impulse buying occurs (Chen & Ku, 2021; Zhang et. al., 2018). Individuals engage in deliberate impulsive buying by looking for limited-time discounts on things that will meet their aspirations (Chen & Ku, 2021; Zhang et. al., 2018). According to Zhang et al. (2018), the attached relational process has a bigger impact on individuals' suggestion impulse buying and pure impulse buying than the emotional reaction. As a result, this study defines online impulse buying as online customers' pursuit of products or services within a shopping purpose and an advanced arrangement impacted by online research, knowledge screening, and search activities (Zhang et al., 2018).

Online Review

Consumers find online reviews more compelling than marketer-generated content such as advertising and sellers' product descriptions, and they are akin to electronic word of mouth (eWOM) (Hussain, Guangja, Jafar, IIyas, Mustafa & Jianzhou, 2018). Indeed, consumers prefer to read online customer reviews since it reduces their uncertainties, saves time looking for a decent product, alleviates their discontent, and expands their opportunity to learn about new products (Hussain et. al., 2018). In result a recommendation from a previous customer boosts trust, purchasing intent, risk avoidance, and revenues (Ladhari & Michaud, 2015; Matute, Polo-Redondo, & Utrillas, 2016).

Online reviews have the ability to reach a large audience throughout the Internet, making them significant marketing tools for shops (Baber, Thurasamy, Malik, Sadiq, Islam, & Sajjad, 2016). Because neither practical nor negative reviews from previous customers about items or sellers have an impact on whether or not online consumers buy, product rating fluctuation has a substantial impact on their purchasing choice (Engler, Winter, & Schulz, 2015). Thus, consumers can get useful online feedback to assist them in achieving their online buying objectives, which are divided into two categories: practical and hedonic (Zhang et al., 2018).

Utilitarian Value Online Review

According to Zhang et al. (2018), utilitarian value is a task-specific value of shopping that shows effective product purchase, whereas hedonic value is a pleasant sensation connected with shopping. As a result, utilitarian value online review justifies itself as the perception of an online review capable of offering significant value to online customers in order to satisfy their desires (Zhang et al., 2018). Utilitarian value is a task-specific value of shopping that symbolises productive product buying, according to Zhang et al. (2018) and Chen and Ku

(2021). A buyer may be persuaded to make an online purchase based on the quality of an online review (Maslowska, Malthouse, and Bernritter, 2017). Consumers perceive suitable online reviews based on their purchase priorities, which may influence their shopping website search and viewing goals. According to Zhang et al. (2018), internet review sources are capable of inducing impulsive purchasing. As a result, the hypothesis is as follows:

H1: Utilitarian Value online review positively influences browsing on Lazada website among Malaysian online consumers.

Hedonic Value Online Review

Hedonic value online review is defined as the notion of online review that can bring a sense of fulfilment to individuals' feelings for online consumers (Zhang et al., 2018). Hedonic value is also a pleasurable sensation connected with buying (Chen & Ku, 2021). The content of an online review will persuade a client to make an online purchase, according to Maslowska, Malthouse, and Bernritter (2017). Consumers interpret relevant online comments in light of their purchase objectives as a result of past reviews, which can influence their search and viewing goals on shopping websites.

H2: Hedonic Value online review positively influences browsing on Lazada website among Malaysian online consumers.

Browsing

Customers might spend their time looking for online stores (Badgaiyan & Verma, 2015). As a result, online reviews have become major drivers of online impulse buying behaviour while visiting a certain shopping website (Zhang et al., 2018). This is because consumers may interpret online reviews as activating their product demands rather than their purchase goals while visiting a website (Zhang et al., 2018). As a result, browsing is defined in this research as an excellent technique for Lazada Malaysia online consumers to find and screen information linked to a given buying goal (Zhang et al., 2018). According to Xi, Hong, Sun, Li, Wei, and Davison (2016), viewing the online context shared by past customers on social media networks can have a major impact on consumers' impulse purchases. This is due to the fact that, as a result of the increased usage of social media, individual purchasing behaviour, especially impulse purchases, can be influenced by social influence (Aragoncillo & Arus, 2018).

Consumers' in-progress diversion to search and screen on specific online shopping websites may be justified by browsing (Zhang et. al., 2018). In addition, browsing is an unintentional, distorted, and driven pre-search activity (Zhang et. al., 2018). Customers may feel compelled to make an impulsive purchase while perusing a time-consuming shopping website. As a result, the following hypothesis is proposed:

H3: Browsing positively influence the urge to buy impulsively among Malaysian online consumers on Lazada website.

Urge to buy Impulsively

Individuals feel a sense of nothing being simple, immediate, or delightful at the same time, without any logic or consequences, according to Kazempour and Lotfizadeh (2017). In other words, for people who do not want to buy online, an impulse to buy impulsively is a strong and intense desire to buy impulsively (Kazempour & Lotfizadeh, 2017). As a result, impulsive buying is defined as a website shopper's sudden or spontaneous desire to buy goods or services (Zhang et. al., 2018). The urge to buy impulsively is triggered by fleeting moments and is linked to other desires such as curiosity and novelty (Kazempour and Lotfizadeh, 2017). To put it another way, consumers' eagerness to purchase things stimulates impulsive purchases (Kazempour & Lotfizadeh, 2017). Consider how online feedback causes customers to acquire short-term interest, which increases the temptation to buy impulsively and adds to online impulse spending. As a result, the following hypothesis is proposed:

H4: Urge to buy impulsively positively influence impulse buying behaviour among Malaysian online consumers on Lazada website.

Impulsiveness

"Both propensities based on experiences spontaneous and unpredictable impulses to make on-the-spot purchases and it also to act on these felt urges with little consideration or consequences appraisal," according to the definition of impulsiveness by Zhang et. al. (2018). As a result, impulsivity is frequently linked to a stable personality feature (Wadera & Sharma, 2018). This study used impulsiveness to explain a one-of-a-kind technique for online customers who buy products or services on the spur of the moment to combat this (Zhang et. al, 2018).

Individuals can have differing perspectives on the level of impulsivity (Zhang et. al., 2018; Chen & Ku, 2021). As a result, customers' intents to shop online are influenced by their impulsiveness (Zhang, Prybutok, & Koh, 2006), as high impulsiveness consumers are more likely than low impulsiveness consumers to lack self-control in an online store setting (Zhang, Prybutok, & Koh, 2006). (Zhang et. al. 2018). Furthermore, impulsivity has the ability to influence people's natural judgement and readiness to make impulse purchases (Zahng et. al., 2018). As a result, impulsivity might be considered a moderator in this study, with the following hypothesis:

H5: The relationship between browsing and urge to buy impulsively will positively be moderated by impulsiveness among Malaysian online consumers on Lazada website.

Research Methodology

The quantitative methodology utilised in this study can be supported because it used numeric analysis. According to a 2019 Asean Up report, the study's participants are online consumers who have completed at least one purchase on Lazada Malaysia which ranked first in monthly traffic estimates among Malaysian e-commerce websites. According to Hair, Hult, Ringle, and Sarstedt (2016), the ideal sample size in SmartPLS is range 30 to 500. Thus, 50 responses were collected using an online questionnaire. All of the participants in this study were picked using a non-random convenience sample method, and 50 responses were gathered using an online questionnaire.

Furthermore, the study used a seven-point Likert scale because Finstad (2010) compared the five-point and seven-point Likert scales, concluding that the five-point Likert scale was unable to collect data reliably and was insensitive enough to record true robustness in respondents' device evaluations. The demographic profile was summarised in table form using SPSS software utilising frequency analysis as a function in the statistical analysis approach. The SmartPLS software is divided into two phases: measurement model analysis and SmartPLS path coefficient. The path coefficient determines whether the study's hypotheses were accepted or rejected, and measurement model analysis' major functions in representing the concept are reliability and validity.

Data Finding

Frequency Analysis

Table 1: Summary of Demographic Profile for Shopee's Online Consumers

Descriptions	Frequency	Percentage
Gender		
Male	24	48.0
Female	26	52.0
Race		
Malay	36	72.0
Chinese	11	22.0
Indian	3	6.0
Age		
20 years old and below	2	4.0
21-25 years old	24	48.0
26-30 years old	12	24.0
31-35 years old	5	10.0
36-40 years old	6	12.0
41-50 years old	1	2.0
Education		
SPM	3	6.0
STPM	5	10.0
Diploma	8	16.0
Degree	19	38.0
Master	9	18.0
PhD	6	12.0
Occupation		
Government	11	22.0
Private	14	28.0
Self-employed	12	24.0
Students	10	20.0
Unemployed	3	6.0
Time Spent		
Less than 10 minutes	3	6.0
10-30 minutes	16	32.0
31-60 minutes	11	22.0
1-2 hours	13	26.0
3-5 hours	5	10.0
More than 7 hours	2	4.0

Table 1 summarised the demographic profile of the respondents in this report, which revealed that the majority of respondents are Malay women between the ages of 21 and 25, who are active shoppers on Lazada Malaysia. In terms of qualifications, the majority of respondents have a Bachelor's degree, followed by a Master's degree. Furthermore, 10 of the respondents are students and 14 are employees of a private corporation. Last but not least, the majority of people are likely to have spent between 10 and 30 minutes on Lazada Malaysia.

Measurement Model Analysis

Table 2: Measurement Model Result

Constructs	Item	Lazada		
		Loading	CR	AVE
Utilitarian value	UV 1	0.854	0.924	0.805
	UV 2	0.900		
	UV 3	0.935		
Hedonic value	HV 1	0.752	0.898	0.689
	HV 2	0.870		
	HV 3	0.879		
	HV 4	0.814		

Constructs	Item	Lazada		
		Loading	CR	AVE
Utilitarian value	UV 1	0.854	0.924	0.805
	UV 2	0.900		
	UV 3	0.935		
Hedonic value	HV 1	0.752	0.898	0.689
	HV 2	0.870		
	HV 3	0.879		
	HV 4	0.814		
Browsing	Brow 1	0.879	0.898	0.705
	Brow 2	0.799		
Urge to Buy Impulsively	Urge 1	0.928	0.930	0.816
	Urge 2	0.903		
	Urge 3	0.879		
Impulsiveness	Impulse1	0.898	0.946	0.813
	Impulse2	0.897		
	Impulse3	0.898		
	Impulse4	0.913		
Impulse Buying Behaviors	IBB	1.000	1.000	1.000

In this study, the measurement model analysis result was shown in Table 2. The factor loading for each build ranges from 0.752 to 1.000, meeting the criteria set forth by Hair, Hult, Ringle, and Sarstedt (2016) that the factor loading must be greater than 0.708. Furthermore, the composite reliability (CR) value for each build in this study ranges from 0.872 to 1.000, meeting Hair et al. (2016)'s requirement that the CR value be greater than 0.7. Furthermore, the Average Variance Extracted (AVE) in this study ranges from 0.689 to 1.000, meeting Hair et al. (2016)'s requirement that AVE be greater than 0.5. In conclusion, all constructs in this study can be described as true and reliable.

Discriminant Validity

Table 3: Discriminant validity of constructs (Stringent criterion) for Lazada Website

	Brow	HV	Impulse	IBB	Urge	UV
Brow						
HV	0.849					
Impulse	0.672	0.373				
IBB	0.840	0.754	0.691			
Urge	0.525	0.763	0.131	0.383		
UV	0.727	0.406	0.825	0.661	0.134	

In this study, the discriminant validity result was shown in Table 3. The key role of discriminant validity, according to Hair, Hult, Ringle, and Sarstedt (2016), is to define the multicollinearity problem among constructs in this analysis, and the Stringent criterion justify the value should be less than 0.85. As a result, all of the constructs in this analysis have fewer multicollinearity problems since their values are all less than 0.85.

Path Coefficient

Table 4: The Path Coefficient Result for Lazada

Relationship	Hypotheses	Direct Effect	Standard Error	T-value	P-value	Significant	Decision
UV > Brow	H1	-0.021	0.146	0.146	0.442	No	Rejected
HV > Brow	H2	0.597	0.121	4.914	0.000	Yes	Accepted
Brow > Urge	H3	0.122	0.129	0.948	0.172	No	Rejected
Urge> IBB	H4	0.629	0.108	5.808	0.000	Yes	Accepted

According to Hair, Hult, Ringle, and Sarstedt (2016), hypothesis 2 and 4 are agreed in this analysis since the p-value is less than 0.05 and the t-value is greater than 1.645 if the hypothesis is based on a directional hypothesis. As a consequence, hedonic value online review is positively associated with browsing, while browsing is positively associated with the desire to purchase impulsively, and the desire to buy impulsively is positively associated with online impulse buying conduct.

The Moderating Effect

Table 6: The Moderating Testing Result

Hypothesis	Relationship	Std. Beta	Std. Error	t-value	Decision
H5	Impulse*Brow > Urge	-0.043	0.026	0.711	Rejected

In this analysis, the outcome of the moderating effect for impulsiveness was shown in Table 6. According to Hair et al. (2016), impulsiveness does not moderate the relationship between browsing and the desire to purchase impulsively since the t-value is 0.711. The appended moderating hypothesis suggested established in directional hypothesis and the criterion for hypothesis acceptance should be a t-value greater than 1.645.

Discussion

The results of this study provide useful information to a number of parties, including retailers and advertisers, on how online reviews affect online impulse buying behaviour on the Lazada website. Surprisingly, based on the path coefficient result, utilitarian value online review does not offer any credit among target respondents in this study while browsing Lazada website. However, when visiting the Lazada website, hedonic value online reviews have an effect on the target respondents in this research. As a result, target respondents regard surfing as a leisure activity when viewing online reviews on the Lazada website. This is in line with a study by Pöyry, Parvinen, and Malmivaara (2013), which found that online users tend to browse a website if it offers a sense of pleasure.

Furthermore, the results showed that the tendency to purchase impulsively has a positive impact on online impulse buying activity among the Lazada website's target respondents. Rook and Fisher (1995) and Huang (1995) described urge to buy impulsively as a powerful behaviour characterised by an immediate desire to buy something that is related to individuals' online impulse buying behaviour (2016). This may explain why target respondents' online impulse buying behaviour was related to a trigger online review while visiting the Lazada website. According to a study by Zhang et al. (2018), people feel pressured to purchase something impulsively when browsing a shopping website, which wastes their time. However, the findings suggested that browsing did not mediate the relationship between hedonic value online analysis and the desire to buy impulsively. Chung et al., (2017) reported that because hedonic shopping value was found to be important in the desire to buy impulsively, social commerce applications and websites should be designed to stimulate customers' hedonic shopping value.

Finally, impulsiveness has no impact on the relationship between hedonic and utilitarian importance online feedback and the ability to buy impulsively. Consumers consider impulsiveness to be higher in offline stores than online stores, according to Aragoncillo and Orus (2018), since the stimuli in online stores typically explicitly affects consumers' impulse buying. This may explain why the study's target respondents initiate online reviews, which have a direct impact on their impulse purchases when visiting the Lazada website.

Conclusion

The aim of this study was to determine the impact of utilitarian and hedonic value online reviews on browsing, the impact of browsing on impulsive buying urges, the impact of impulsive buying urges on online impulse buying behaviour, and the moderating effect of impulsiveness. Surprisingly, the target respondents claim that hedonic value online reviews cause them to make impulse purchases when visiting the Lazada website. Furthermore, browsing on the Lazada website has no effect on their online impulse buying actions. As a result, this can provide substantial evidence that the majority of Malaysian online customers use Lazada for leisure purposes. Despite the fact that this study offered some important insights into the Malaysian e-commerce industry. There are a few flaws in this research. To begin with, this study only has 50 participants who were unable to provide a complete description of how online reviews affect online impulse buying behaviour in Lazada Malaysia. Next, this study only looks at Lazada Malaysia, so the findings will vary depending on how other e-commerce websites are viewed by online shoppers. Furthermore, the participants in this study are general online shoppers who have made at least one purchase on Lazada Malaysia. As a result, numerous recommendations for future research have been made. First and foremost, future research should increase the number of responses in order to obtain more reliable results in order to understand the impact of online reviews on online impulse buying behaviour.

Following that, future research might concentrate on another e-commerce platform, Shopee Malaysia, or a particular product sale platform, such as Hermo, a beauty and healthcare website. Last but not least, different target respondent groups such as females and males, as well as students, can have different perspectives on online reviews and online impulse buying behaviour.

References

Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: an online-offline comparative and the impact of social media. *Spanish Journal of Marketing-ESIC, 22*(1).

Baber, A., Thurasamy, R., Malik, M. I., Sadiq, B., Islam, S., & Sajjad, M. (2016). Online word-of-mouth antecedents, attitude and intention-to-purchase electronic products in Pakistan. *Telematics and Informatics, 33*(2), 388-400.

Badgaiyan, A. J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors. *Journal of Retailing and Consumer Services, 22*, 145-157.

Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of retailing, 74*(2), 169-191.

Blazevic, V., Hammedi, W., Garnefeld, I., Rust, R. T., Keiningham, T., Andreassen, T. W., . . . Carl, W. (2013). Beyond traditional word-of-mouth: An expanded model of customer-driven influence. *Journal of Service Management*.

Chen, C. D., & Ku, E. C. (2021). Diversified Online Review Websites as Accelerators for Online Impulsive Buying: The Moderating Effect of Price Dispersion. *Journal of Internet Commerce*, 1-22.

De Matos, C. A., & Rossi, C. A. V. (2008). Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science, 36*(4), 578-596.

Engler, T. H., Winter, P., & Schulz, M. (2015). Understanding online product ratings: A customer satisfaction model. *Journal of Retailing and Consumer Services, 27*, 113-120.

Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*: Sage publications.

Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior, 80*, 22-32.

Huang, L.-T. (2016). Flow and social capital theory in online impulse buying. *Journal of Business research, 69*(6), 2277-2283.

Kazempour, Y., & Lotfizadeh, F. (2017). The Impact of Situational Factors (Store, Personal) on Urge to Buy Impulsively and Impulse Buying Behavior. *European Journal of Buisness and Innovation Research, 5*(4), 12-27.

Ladhari, R., & Michaud, M. (2015). eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management, 46*, 36-45.

Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *Decision Support Systems, 55*(3), 829-837.

Lo, L. Y.-S., Lin, S.-W., & Hsu, L.-Y. (2016). Motivation for online impulse buying: A two-factor theory perspective. *International Journal of Information Management, 36*(5), 759-772.

Maslowska, E., Malthouse, E. C., & Bernritter, S. F. (2017). Too good to be true: the role of online reviews' features in probability to buy. *International Journal of Advertising, 36*(1), 142-163.

Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*.

Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). Can we get from liking to buying? Behavioral differences in hedonic and utilitarian Facebook usage. *Electronic Commerce Research and Applications, 12*(4), 224-235.

Reimer, T., & Benkenstein, M. (2016). When good WOM hurts and bad WOM gains: The effect of untrustworthy online reviews. *Journal of Business research, 69*(12), 5993-6001.

Rezaei, S., Ali, F., Amin, M., & Jayashree, S. (2016). Online impulse buying of tourism products. *Journal of Hospitality and Tourism Technology, 7*(1), 60-83.

Rook, D. W. (1987). The buying impulse. *Journal of consumer research, 14*(2), 189-199.

Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of consumer research, 22*(3), 305-313.

Stern, H. (1962). The significance of impulse buying today. *Journal of marketing, 26*(2), 59-62.

Wadera, D., & Sharma, V. (2018). Impulsive Buying Behavior in Online Fashion Apparel Shopping: An Investigation of the Influence of the Internal and External Factors among Indian Shoppers. *South Asian Journal of Management, 25*(3).

Xi, H., Hong, Z., Sun, J., Li, X., Wei, J., & Davison, R. M. (2016). *Impulsive Purchase behaviour in Social Commerce: the Role of Social Influence.* Paper presented at the PACIS.

Yang, J., Sarathy, R., & Lee, J. (2016). The effect of product review balance and volume on online Shoppers' risk perception and purchase intention. *Decision Support Systems, 89,* 66-76.

Zhang, K. Z., Xu, H., Zhao, S., & Yu, Y. (2018). Online reviews and impulse buying behavior: the role of browsing and impulsiveness. *Internet Research, 28*(3), 522-543.

Zhang, X., Prybutok, V. R., & Koh, C. E. (2006). The role of impulsiveness in a TAM-based online purchasing behavior. *Information Resources Management Journal (IRMJ), 19*(2), 54-68.

Proceeding: 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)
(eISBN:978-967-17373-0-9)
Kuala Lumpur, Malaysia

THE EFFECTS OF COVID-19 TOWARDS THE ASPECTS OF HUMANS' LIVES

Asbah Razali[1], Nurhamizah Hashim[2] & Akhmad Mansur[3]

[1]Department of Anthropology and Sociology, Faculty of Arts and Social Sciences, University Malaya, Kuala Lumpur.
[2]Department of Literature, Academy of Malay Studies, University of Malaya, Kuala Lumpur.
[3]Department of Language, Academy of Malay Studies, University of Malaya, Kuala Lumpur.

Abstract: *The arrival of the year 2020 was celebrated in grand customs all across the globe, celebrating the beginning of a brand-new decade. Little did people realize that their daily lives and routines were about to take a 180° turn months later. The first case of the coronavirus disease was detected in the city of Wuhan, China in the early days of December 2019. However, it's gradual increase in numbers in the province and areas nearby startled the nation. Eventually, the coronavirus disease was distinguished with other forms of respiratory problems due to the severity of the symptoms and the complications it potentially had. Towards the end of December, official tests confirmed that those suspected pneumonia clusters were in fact a new strain of disease, known then as the coronavirus disease. The cause for this newly discovered respiratory illness was attributed to the severe acute respiratory syndrome coronavirus also referred to as SARS-CoV-21. On the 11th of March of 2020, the world was shocked by the announcement made by the World Health Organization (WHO), declaring the Coronavirus disease (renamed as Covid-19) as a global pandemic. By then, more than half of the world has already reported their first few cases and deaths as a result of the virus. As of November 28th, there had already been over 60 million confirmed Covid-19 cases, along with 1.44 million deaths. These unprecedented times have borne witness to a topsy-turvy year that has affected millions of lives. Not only is the Covid-19 pandemic a serious health concern, it has also had a significant impact on the economy on both an international and national scale. While governments rush in an attempt to mitigate the adversities that the pandemic might bring to their respective countries, individuals are affected directly in every aspect - whether physically, emotionally, or mentally as their lives might never be the same again. This paper will discuss how the Covid-19 pandemic has impacted the daily lives of individuals and the society; as well as how we may attempt to overcome and alleviate its consequences while trying to adapt to the 'new normal'.*

Keywords: *Covid-19, society, family, education, media and communication, safety and health*

Introduction

The last time our world was taken off guard by a pandemic was in 2009, which was the H1N1 pandemic. We were once again greeted by one of these easily spread diseases in 2020. The coronavirus disease or widely known as COVID-19 is a disease that spreads through droplets of saliva or discharge from nose when an infected person coughs or sneezes. The common symptoms of being infected by COVID-19 are fever, dry cough, tiredness and sore throat meanwhile the serious symptoms are difficulty in breathing or shortness of breath, chest pain or pressure, and loss of speech or movement. Elderly people, children, as well as people with chronic diseases are at a higher risk to be severely ill by this virus. The total number of deaths accumulated with over 1,400,000 million worldwide shows just how dangerous COVID-19 is. The reports of COVID-19 began back in December of 2019, where cases of "pneumonia of unknown etiologic" were reported in Wuhan City, Hubei province, China. On 31 December 2019, Chinese authorities cautioned the World Health Organization (WHO) about the pneumonia cases. The mystery disease at first was called 2019-nCoV and then named as COVID-19. The origin of this virus is believed to start at a wet market in Wuhan, called the Huanan Seafood Wholesale Market. The wild animals being sold in the wet market is believed to be the source of the virus. The Huanan wet market had living and slaughtered wild animals such as beavers, porcupine, and even baby crocodiles among other animals. Based on a research by National Geographic, respiratory diseases such as COVID-19 could easily spread to food handlers and customers just by being exposed to an animal's bodily fluid. The theory of the origin of this virus was then strengthen by the evidence of the early cases of COVID-19, where the cases were linked to the Huanan wet market. As day passes by, the virus then spreads throughout the country of China and then to other countries.

On the 11th of March 2020, WHO declares the coronavirus outbreak a pandemic. It has taken the world by storm when it was first discovered that this coronavirus disease shows evidence of human-to-human transmission. That is not the end of it. This deadly disease could spread to others and those infected can be categorized into two: symptomatic patients and asymptomatic patients. Symptomatic patients are those who are infected and shows either mild symptoms or severe symptoms. On the other hand, asymptomatic patients are patients that do not emit any symptoms. It is very dangerous because we never know when we face asymptomatic patients, whether outside nor inside our house. We might think that every healthy person around us is safe from COVID-19 but if we become too complacent, we might be the next symptomatic patient that acquired the virus from the asymptomatic ones out there. Since the asymptomatic ones are not even aware of their self-being, this is the solid reason why everyone should never be complacent in taking care of themselves by wearing a mask, practicing social distancing, as well as refraining from outdoor activities if it is unnecessary. The virus lives within us, even now. It is easily spread and if we do not take drastic measures to protect ourselves, we might be the next victim. This pandemic has led our world to change its norm and we, humans, at this moment have no other choice but to let go some of us for the sake of our safety. One of the biggest losses in humanity in the year of 2020 is our large social gatherings has come to a halt. Just like other parts of the world, Malaysia is also one of the countries that applied lockdown and stay-at-home orders to their people. On the 16th of March, Prime Minister Tan Sri Muhyiddin Yassin declared the Movement Control Order (MCO) for the whole country from the 18th to the 31st of March to put a stop on the spread of COVID-19 in Malaysia. During this period, a lot of grievous cries were heard all around the country. Some had lost their jobs; some had their education performance flunking.

It was a difficult phase for Malaysians as this kind of situation had never happened before. The movement order was extended until May. Then, a new movement was implemented, the Conditional Movement Control Order (CMCO) and then the Recovery Movement Control Order (RMCO) as a result of the large drop of numbers in the COVID-19 cases as well as to recover the country's economy. COVID-19 has affected each and every one of us in many ways. May it be in our income, education, and mental health. It has given a big impact towards the whole world. Living up to the new norm means walking around with a mask while practicing social distancing with each other. A physical contact such as a handshake is almost impossible to see nowadays between strangers. The act of being polite back then has become sometime notorious, something opposing to breaking the chains of a vicious virus. Not only that, COVID-19 had affected the humans' lives in such a large scale. Some of the aspects include the health system, education system, media and communication, technology and mass media, environment, the life of families, incomes and economy, social participation, social safety as well as the quality of life and the well-being of humans.

Aspects in Humans' Lives that Deteriorated Due to Covid-19

Health System

Our health system has shown very great changes after this virus comes to live among us. Being the centre of taking in patients with COVID-19 at the same time taking care of the sick is a huge trial to face and endure. The hospitals and clinics have already taken the measures of limiting the number of people inside their building. People have a hard time trying to enter the hospital to visit their family members admitted due to the maximum number of people and the long queue to wait in front of clinic buildings are some of the complications we see nowadays. Even so, this is a very necessary step to be taken by our health system and it seems like they are in the right track. The chance of contracting the coronavirus inside these buildings are very high, and this is why a strict social distancing between the people should be taken seriously. If our health centre buildings are still packed as if we were in the pre-coronavirus phase, it is no doubt it would lead to a catastrophic number of COVID-19 contraction in these places. Other than that, a greater number of health workers are sent to become the frontliners to fight the COVID-19 disease. Doctors and health workers overwork to handle this non-ending COVID-19 situation. The constant escalation of COVID-19 cases causes them to work almost 24 hours every day with the lack of sleep. Medical devices and equipment are also very different now. Some examples are the uniforms that the health workers wear are the ones that cover their head to their toes completely and the intense increase in the number of surgical masks and respirators. More hospital buildings are built to treat the ever-rising COVID-19 patients and hospitals are reshaping and expanding the capacity. More funds and donations are raised to provide more ventilators for the treatment of this disease. The health system has been upgraded rapidly this year alone in accordance with the management of COVID-19.

The Covid-19 has tested the limits of every governmental body and function; but the agency that is clearly affected the most would be the healthcare system. It was apparent that states that provided universal health care fared way better than nations that do not. Universal health care refers to a health care system in which every citizen regardless of age, sex, ethnicity, and other differing criteria may benefit from. This means that the governments allocate funds from government revenue and taxes for national health care agencies to be able to provide subsidized service and treatment to every member of the nation. In navigating through the Covid-19 crisis, Malaysia was one of the countries being commended by the World Health Organization (WHO) for its robust health care system, and its efficiency in dealing with the Covid-19 pandemic (Malaysia Institute for Health System Research, 2020). Governmental hospitals were fully converted into quarantine centres to isolate confirmed Covid-19 patients. The treatments provided were free to every patient (including those who were not Malaysian citizens) regardless of the severity of their symptoms; and even those who were asymptomatic. On top of that, Malaysia acquired testing kits from China and were able to ramp out testing capacities to over 38,000 tests per day. Private health sectors also played a part in delivering the best health care towards patients and attended to less serious cases, on top of providing extra testing services (albeit paid) to ease up the governmental health care system's workload. Unfortunately, citizens that live in countries without the universal healthcare system have been affected by the Covid-19 pandemic. This is because most did not have access to affordable treatment and medicine if they were to suffer from the disease. Moreover, as Covid-19 has greatly impacted the economy, many lost their jobs and simultaneously; health insurance that were previously provided for by their former employers. This has left many people to be uninsured without any form of financial protection should they require medical treatment. Not only did this mean they would not have sufficient funds to seek treatment from the virus, it may also affect their mental health due to the uncertainty of their lives in the age of the pandemic. According to Pappas (2020), the Covid-19 crisis has caused severe psychological problems and stress to Americans - more so as compared to the period of the Great Depression.

Health system around the world carries the heaviest burden as this is the centre of COVID-19 patients and the ever-growing cases causes it to be deeply saturated with patients until some hospitals are full and cannot receive any more patients inside their building. Armocida, Formenti, Ussai, Palestra & Missoni, (2020) stated, health system should be more flexible in terms of their capacity and financing when it comes to exceptional emergencies. This study was lead to the worsening situation of COVID-19 in Italy, where the National Healthcare Service is almost close to collapsing. Carter, Anderson, Mossialos & Smith, (2020) had also mention that COVID-19 has lead to a high demand of healthcare services by the people. Those who have the highest clinical need must be given prioritization for the healthcare services. Everyone is chasing to get the safest way of healthcare service as COVID-19 is not the only disease that is alive this day. There is still other sickness in the world that needs to be treated. Another problem that our health system is currently facing is the critical shortages of supply. The number of ventilators needed are estimated from thousands to millions. It also depends on the severity of the infection as well as the availability of the tests. To make things worse, only a few companies are expert in creating this device. The defeat of working effectively will lead to this infection as worst as what happened in Italy.

Education System

As social distancing and isolation became a must, schools and universities have decided to close down and instead conduct remote learning where students and educators are not necessarily with each other physically during class sessions. Additionally, major examinations that required a degree of synchrony had either been postponed or cancelled altogether. For instance, IGCSE, O Levels, International AS & A Levels, as well as international Pre-University examinations conducted by Cambridge, as well as other international assessments such as the International Baccalaureate exams for the mid-year session were cancelled in 2020 (Babulal, 2020). Meanwhile, American global assessments such as the Advanced Placement Exams, the SATs, and ACTs were mostly moved online, if not cancelled altogether. On the other hand, Malaysia also had to make significant changes to the academic calendar of public schools and universities. In April, the country’s newly-appointed Education Minister Dr Mohd Radzi Md Jidin announced the cancellation of major exams and assessments for primary school students (Ujian Pencapaian Sekolah Rendah, UPSR) and lower secondary school students (Pentaksiran Tingkatan Tiga, PT3) (Menon, 2020). Besides that, the final examination for upper secondary school students, Sijil Pelajaran Malaysia (SPM) (for form five students) and Sijil Tinggi Pelajaran Malaysia (SPM) (for upper six students) were postponed from November and December to early January 2021. While online learning sought to bring both educators and students closer together, it has not been an easy task due to various short-comings, such as time constraints, economic problems, and inaccessibility. Veveonah Mosibin, an 18-year-old student of the Sabah State University (UMS) made headlines as she documented her online learning experience through video logs posted onto her Youtube channel. One of her videos depicted her having to climb onto a tree in order to get a stable internet connection as broadband services were very limited in her village. Not only did she have to go lengths in order to get 3G reception, the access disparity between rural and urban students is also made obvious as she did not even have electricity or running water in her home in Kampung Sabanalang Pitas.

The implementation of social distancing throughout the world has also taken a toll on the world's education system. Humanity is blessed to have a very advanced technology in this century. The advanced technology of unlimited access to the internet, smart phones, and laptops has made the continuation of education during this pandemic easier. As schools and universities are executing online classes, students are still able to access to their studies and education. Software and applications such as ZOOM, Cisco WebEx, Google Classroom, Google Meet and Microsoft Teams make it easier for online learning mode to be carried out. Students are still able to attend their classes as well as to having a direct conversation through the phone or laptop. Moreover, the digital way of handing out exercises and coursework to students is also carried out effectively. Some exercises or examinations that require students to choose from the answer options, for example objective questions, can be marked easily. This is a stress-free process for the educators because they do not need to stress out marking each and every piling paper on their own when the computer is there to do all the work. On the other hand, the negative impact of COVID-19 towards education system is that not everyone has an easy access towards the Internet. Some students struggle with the lagging of their devices and this makes it hard for them to catch up with the online learning session what more participating in giving responses during the learning process. Some even have to spend every day to buy Internet data just to attend an online class. Even with the modern technology they have at hand, it would still be a problem for students and lecturers who have no free and easy access towards the Internet or owning unsuitable devices for online classes. To illustrate, presentations and examinations that are held online requires one to have a continuous Internet connection with no interruptions. It would be difficult for them to conduct their presentations along with answering important examination questions with a barrier like this. Not only it causes the conduction of certain activities to be barred, but it would also be hard for them to pay attention during online classes with these unnecessary interruptions. Even though online learning could be a great substitute for face-to-face learning, it would still be ineffective towards some percentage of students and educators.

Due to COVID-19, education sectors have been closing down as an action of public health. Based on the past study, COVID-19 had caused schools to be closed and it leads to child poverty within the society. In schools, not only children get education but it also means students eating healthily for students who are living in poverty. This is because school provides them with meals that are complete with nutrition such as meat, fish or vegetable, in which their family cannot affort. A long-term closure of school will cause detrimental effect on the children's health. Online learning is not a choice; however, it is a necessity. COVID-19 also causes institutions to accept the modern technology we have now. A research by Marinoni et. al., (2020) showed that COVID-19 had impacted on international students' mobility. There was a result of 89% from HEIs who responded on the impact of international student's immobility survey. Some of the effects are all students exchange has been cancelled and some students are grounded on foreign institutions. The impact varies in different regions: in Europe, international students are stuck in their institutions, and for Asia and Pacific, they face with the problem of student exchange programme being cancelled. As a result, this will cause in the internalization strategies of universities.

According to a research conducted by Dwivedi, Hughes, Coombs, Constantiou, Duan & Edwards (2020), the pandemic has forced the entirety of the education system to change their ways. Therefore, methods of teaching and learning had to be done fully online for the most part of the 2020 academic calendar. The study emphasized the role that artificial intelligence (AI) plays in customizing the platforms to suit the needs of the respective users. However, the increase of internet usage and online resources and platforms has led to another problem - cybersecurity. Privacy and security online is hard to ensure as the Interweb is intangible; so much so that even existing authorities were not able to control it. Cybercrimes and information leakage that happened to the Zoom platform at the peak of its popularity has casted a doubt over both educators and students on whether or not video conferencing might be the best solution. Sahu (2020) discussed how remote learning may take a toll on the mental health of students and teachers globally. While the shift from physical classrooms to virtual interactions are difficult to adapt to by students, teachers suffer the same anxiety and stress having to deal with a completely foreign mode of teaching. Academic staff find it difficult to adjust to online mode; especially when the subjects are rather hands-on. While most courses such as Mathematics, Literature, and Languages are considerably easy to be taught remotely, other subjects such as Music, Sports and Recreation, as well as Scientific studies involving lab work are nearly impossible to be done from home. Teaching the students theories may not be sufficient as it is difficult to picture information unless it is presented to you directly. Meanwhile, practical work such as woodworking and sports activities cannot be done without direct supervision by a qualified teacher. When academic staff successfully commit themselves to online classes and setting up online classes, they suffer the disappointment when students do not take part in their lessons. While it would be fair and justified to penalise those, who do not take part in lessons (such as online conferencing), students may be excused by their poor Internet connection or lack of devices. It is difficult to assess and examine students' work when there are many things that set them apart from one another, that cannot merely be judged from across the screen. Therefore, academic staff end up stressed about how to fairly evaluate their pupils, how to maintain interest, commitment, and participation by students, as well as modules that students may benefit from even though they are learning from home.

Media and Communication

While other sectors have fallen apart terribly because of the Covid 19 pandemic, it was apparent that media and communication sectors thrived and played a significant role in elucidating the crisis. Users of social media and communication platforms have utilised such applications and channels to the best of their abilities - in order to ensure that they stay connected to one another. According to Motter (2020), social media usage on platforms like Facebook, Twitter, Instagram and Snapchat has doubled since the beginning of the pandemic in March 2020. Individual users of all ages opted for the respective channels to remain in contact with their acquaintances; as well as stay updated with news that are also available on those platforms. Meanwhile, video conferencing platforms such as Zoom have also noted an increase in usage (Bursztynskybursz, 2020). This can be attributed to the fact that mass gatherings in both social and professional settings had to be moved online. Other channels that have been used by people during the Covid-19 pandemic and especially during periods of lockdowns include Google Meet, Facetime, Whatsapp (Video) Calls, Skype, and Microsoft Teams. Furthermore, while it is difficult to overcome the mental health consequences that people may suffer while going through a pandemic, online communication allows them to seek professional help from the comforts of their own home. In Canada, The Sun Times reported that the private counselling service called WES for Youth Online recorded a surge for (Gowan, 2020) recorded a surge of registrations and enquiries from younger people for their free online counselling service. Generally, people deal with stress differently. Some prefer to stay disconnected to the online world to focus on their physical and psychological well beings. Others, on the other hand, find comfort in going through ordeals by engaging in social media trends and activities. Many viral movements or ‘challenges’ seemed to unite the global world - ranging from the sharing of recipes (such as an Ipoh couple who found fame on Youtube by uploading cooking videos), the innovation of new 'quarantine' drinks like the Dalgona challenge, as well as the rise of the video sharing platform known as TikTok.

Media and communication played a role during this COVID-19 pandemic. It acts as a platform for people to refer to the latest news of COVID-19. There are a myriad number of platforms out there, it depends on us to differentiate which source is right and which source is wrong. Social medias such as Facebook and Twitter provide a lot of information from different pages on the topic of coronavirus but we have to ask ourselves, are the source legitimate? It is not once or twice that we see people sharing information from non-authorized people and pages on the Internet regarding COVID-19. Therefore, we all have to play a role on not spreading the news to prevent from making it even worst. The spread of misinformation could lead to negative impact towards the image of certain parties. We, as responsible human beings, should be smart to see which source is legit and which is not. As a policy goes, "If you are not sure of the legitimacy of the news, DO NOT share it". This is a good example to ensure that misinformation is kept in check and not being shared to others. For instance, communication application like WhatsApp is fragile to the spread of wrong information. Since we have the forward feature and the status feature that is easily seen by our contacts, they will be informed and they will also spread this news since they also think that the news is correct. So, it is very important to be a wise user of our communication platforms to not fall into the pit of lies as well as not being the person to spread out false news. False news could lead to unnecessary panicking within the society and thus causing people to make rash and hasty decisions when the news obtained from the social medias are all false. To be safe in receiving sources, it is always advisable to opt for official government pages to keep up with the COVID-19 updates since only they hold the truth for every true information of COVID-19.

Tasnim, Hossain dan Mazumder (2020), stated that misinformation has become a challenge as promoting wrong practices increases the spread of COVID-19. It also causes poor physical and mental outcomes to the society. Fake information that suppresses reliable sources causes damage to our news system. Based on this study, the Associate Director of International Fact-Checking Network (IFCN) said that the COVID-19 news is the most challenging news fact-checkers ever face due to this infodemic of false news. Other than that, COVID-19 is also the current hot topic of the year, and would probably still be the trending topic in 2021. Chen, Lerman & Ferrara, (2020) did a research on the usage of the keyword "COVID-19" as well as other related keywords on Twitter and found out there are over 80,698,556 tweets on COVID-19 in English, 13,848,449 tweets in Spanish and in Indonesian, it takes up about 3.41% as in May, 2020. The hashtags of "Wuhan", "coronavirus", and "covid" are also tracked in this study and the tag "coronavirus" tweets were over 400,000 tweets on the 29th of February as of March, 2020.

Thomas, Zhang, and Wallis (2020) reported that social media usage during the Covid-19 pandemic was at an all-time high among the American population; especially leading up to the 2020 General Elections. The graph below depicts the number of tweets being sent out by American users by month during the Covid-19 pandemic, and illustrates how it went through a stark increase after the month of May. This is probably due to the killing of George Floyd, amidst the ongoing public fear about police brutality; especially evident during the peak of the pandemic. The article scrutinized just how influential digital media was in not just disseminating information but also, to spread lies and deceit. Such manipulation was especially done by President Donald Trump, in order to hide his incompetence in dealing with the coronavirus as a world leader. Therefore, it is imperative for every governmental administration to filter media to an extent - not necessarily to restrict freedom of speech, but especially to make sure the public is not misinformed and confused by all sorts of "news" and propaganda available all over the Internet. While the state should be responsible in monitoring digital media, citizens should be responsible and conduct their own fact checking before spreading fake news.

Technology And Mass Media

Technology and Mass Media On the other hand, the usage of technology and mass media have not only increased dramatically because of the Covid-19 pandemic, it also had to change its order of business in order to keep up with the demands of the changing global sphere. Mass media often refers to the prompt transmission of media and information to a wide range of audience either through rather 'traditional' electronic means such as radio and television; or digitally via the Internet and mobile mass communication. More often than not, verified authorities such as the government would fully take over information broadcasting via mass media in order to reach the masses, especially in times of crisis like this. Official institutions both locally and worldwide have taken to the media to ensure that global citizens were aware of what was going on in terms of the pandemic. In an attempt to combat the spread of misinformation via media platforms, established institutions have also utilised social media platforms, as well as mainstream media to increase awareness regarding the Covid-19 virus. For instance, the World Health Organization (WHO) published short videos on TikTok, as well as major news channels to widen understanding about things that people could do to protect themselves from the virus. Additionally, world leaders have also used mass media to connect with the public. The president of the United States, Donald Trump adopted the #AmericaWorksTogether hashtag to ramp his online presence, and remind American citizens that they were all in the same fight against the pandemic (Fritze & Subramanian, 2020). Malaysia had also made full use of technology and mass media in ensuring that the public were updated with the latest news and information about the virus. Mass broadcasts of messages were being sent to the public via telecommunication channels by the Malaysian National Security Council (MKN), so that the public stays up to date with current affairs and the latest announcements. On top of that, MKN text messages also remind the public to adhere to various standard operating procedures (SOPs) that have been set by the council. Alongside that, the Malaysian government developed the MySejahtera application to help curb the spread of the virus; and is regulated by the authorities. The contact tracing application was initiated by the Selangor state government who came up with SELangkah months earlier.

Technology and mass media are put to good use during this pandemic. More and more people are relying on technology to do work and to communicate with others. The feature of video calling makes it easier to bridge two people in different places together to communicate. The modern technology that we have nowadays provides us with cameras and microphones that provides an easy access for us with others. Work, education, and other activities can be done online with the help of technology. This is a good way to ensure everyone's safety since we are all avoiding face-to-face contact with each other to break the chains of COVID-19. Access towards the Internet also helps to entertain us during lockdown and quarantine as we are still provided with movies, TV shows, and e-books. We can still spend our time doing things we normally do during the pre-COVID-19 phase with the help of technology. Other than that, mass media such at the TV, newspaper, radio and magazines also lay out their effort during this season. Now, everything we hear on the mass media is about COVID-19. It is no wonder that the coronavirus is the hot trending news these days. However, mass media are put to good use to update the people on authorized news as well as raising awareness to the people. As mass medias are under the monitors of government, we should have less doubts on the news on COVID-19 set out to us by them. Moreover, they also give a share on how to stop the spread of this disease. We have seen a lot of “facts” about the coronavirus but only statements from authorized medias are true. By allowing ourselves to follow the steps given out by officials, we can actually prevent ourselves from getting infected and at the same time practising the correct way to destroy the virus: wash our hands regularly, wear masks and keep a safe social distancing.

Technology have been a great help during this pandemic. A research by Al-Dmour et al., (2020) stated that social medias can contribute to the enhancing of public awareness about the pandemic. Social medias are believed to be productive tools on giving updates and advice to the public. Hypotheses in this study shows how social media platforms can lead to public awareness, behavioural change and then public protection. Mheidly et al., (2020) had also stated that by promoted awareness by international and local news had decreased the anxiety within the public. WHO is said to work closely with platforms such as Facebook, Twitter, TikTok, and Youtube to put a stop on misinformation about COVID-19? This is a big challenge since researchers are posting their studies online on servers such as bioRxiv and medRxiv without peer-review and editorial confirmation in terms of science-based communication. Chan, Nickson, Rudolph, & Joynt (2020) research proves that it is because of the lack of awareness places people at risk. It is said that during the SARS epidemic, healthcare workers are put to risk due to the lack of awareness and preparedness. Other than that, healthcare workers should evaluate the information first before they implement it since there are risks of the spread of non-peer-reviewed materials on the Internet. A complete and informing infographic can provide brief and pragmatic information to the healthcare workers.

Suresh, Flatley, McDonough, Cochran-Caggiano, Inglis, Fordyce, Schachter, Acosta, Wales, & Jacob (2020) described in detail how technology was utilised in order to relieve the stresses that were faced by many during these unprecedented times. The study specifically assessed the mental health of Covid-19 patients. It is undeniable that facing a contagious disease will take a toll on one’s self physically, mentally, emotionally, as well as psychologically. This time around, the fatigue does not just revolve around the disease itself, but also the guilt that comes with knowing that the patient might have contributed to the spike of cases. Being a ‘carrier’ or a ‘disease spreader’ most certainly is not the most ideal title to hold during the Covid-19 crisis. Moreover, these patients had to be isolated from their friends and families as a safety precaution until it is certain that they have recovered fully. At the same time, anxiety is also circling their families and friends who are worried about their condition and are not able to check in on them as usual due to preventive measures and strict visitation policies. In order to overcome this, the Albany Medical Centre in New York came up with the COVID-19 Compassion Coalition (CCC).

Through the CCC, patients and families are reunited by videoconferencing technologies. Medical trainees and students administer this project thus throwing the burden off doctors’ shoulders, enabling them to tend to more urgent medical problems. Meanwhile, Urban et. al (2020) argued that technology played a very big role in overcoming the health effects that Covid-19 brought. As cancer patients (Oncology Department) are considered at high risk of contracting the disease, special care and precaution has to be taken when they go through their regular treatment. Therefore, resources were fully maximised to be able to serve the cancer patients, especially considering certain viruses may jeopardize their immune system. By executing the strict pre-operative screening protocols, patients were tested for the virus before going through any sort of medical procedure. Only once they have been cleared from the disease will they be given the greenlight to proceed with oncological surgeries. Not only does this help detect any form of abnormality and eliminate possibilities of contracting the virus, it also safeguards the safety of doctors and medical personnels who deal with the patients. With cutting edge technology and medical advice and recommendation provided by the Centers for Disease Control and Prevention and the American College of Surgeons, appropriate preventive measures went smoothly.

Environment

As it turns out, the Covid-19 pandemic did bring some good especially to the environment. Although the travel and aviation industry has suffered tremendously because of the pandemic, the significant drop in commercial aircrafts flying through the atmosphere has caused for a cleaner and healthier air quality all around the world. In China alone, a 25% reduction in the amount of carbon released was recorded due to less mobilization of people and vehicles. To illustrate, the image below provides a contrast between the air pollution levels in the city of Wuhan before the Covid-19 pandemic, as well as the situation after the city went into lockdown to curb the spread of the virus. 3 Besides that, wildlife was also able to return to their natural habitats without the intervention of distraction and pollution caused by human beings. Euro News (2020) reported that there had been an increase in wildlife sighting in towns, and predominantly human inhabited areas. This is probably due to the majority of the population staying indoors, encouraging animals to explore outside of their natural habitats. The effects of COVID-19 towards our environment can be categorized into two: positive and negative. The positive side of COVID-19 towards our environment is that it helps to lessen the rate of pollution in our world. As we know, most countries had to undergo lockdown as a result of the rise in the number of COVID-19 cases. This had lead to a drop in air pollution as the data from satellites show the increase quality of the air. During the lockdown, with very less number of motored transportation on the road and the less number of factories working, of course the quality of the air would shoot up. Not just that, water pollution also faces its downfall during the lockdown. Businesses that are shut down during the quarantine has caused the water quality to increase. This shows that the destruction that our environment had to face was because of the humans who inhabit in the Earth. The improve of the air and water quality was a reflection of appreciation towards COVID-19 for backing down us humans. On the other side, COVID-19 also gave a negative impact towards the environment. The improvement in the quality of our environment was sadly only temporary. When people start going out of their houses again, their habit of littering is back on track. Ever since the world has started using face masks as their protection mechanism, it has also been the main object of littering. We can see it on the sidewalks, on the streets, and even floating on the surface of the sea due to irresponsible actions of humans who dispose these masks improperly. These litter could bring so much harm to the environment as it will clog the drain and also will harm the sea creatures. Sea creatures such as turtles and fish could mistook our face masks for something edible and could choke on it. Apart from that, the strings of our face masks could cause them to be strangled or immobilize, which will limit their movement and impair their bodily systems. This will cause our sea creatures to go extinct. We, human beings, should take this quarantine opportunity to bring out the better outcome which is reducing environmental wreckage and become more responsible in our disposal of face masks.

COVID-19 had impacted our environment in both positive and negative ways. Pandemic successfully recovered our environment in a big scale as it leaves a positive impact on global climate change. The lockdown had cured the ozone depletion and human health. This is due to the lower use of fossil fuels and energy sources in the industry. The evident of decrease of air pollutants were also supported by the NASA satellites. There is also a negative impact of COVID-19 towards our environment. Fadare & Okoffoc, (2020) stated in his study that the potential of microplastic fibres would be the face mask. The huge scale of production of face mask is a problem to our environment because it adds to plastic waste. These face mask consist of polymers such as polycarbonate, polyester and polypropylene to name some. Malliet, Reynès, Landa, Hamdi-Cherif, & Saussay, (2020) stated that the level of Carbon Dioxide (CO_2) increases even higher after COVID-19 because of the low price of oil. CO_2 emissions showed a 5% higher than in the Climate Policy. On the other hand, a study made by the Chile Department of Animal Science suggested that the Covid-19 virus may have had some negative impacts towards the environment and wildlife (Espejo, Celis, Chiang & Bahamonde, 2020). As the origin of the virus was allegedly traced to a wet market in China selling live animals for consumption, it has developed a negative preconception towards animals themselves. Many wildlife activists and experts call for their protection as it is feared that the bad connotations that have already been associated with animals will endanger their habitat and lives. In order to prevent diseases brought or spread by animals, proper care has to be taken. Unfortunately, it was found that Chile may be a breeding ground for infectious animal-caused diseases. This was caused by the unsustainable management of the environment; jeopardizing not just the state of wildlife in general, but also the health of the public in the long run. It was also reported that due to the pollution that had occurred all this while, traces of alteration can be found in the atmosphere that may cause viral diseases similar to that of Covid-19. Essentially, while the pandemic has somewhat offered a ‘positive’ perspective to some parts of the world, environmental concerns are still ongoing if proper action does not take place to combat it.

Life of Families

The Covid-19 has brought changes to people’s daily lives, especially concerning familial relations - both good and bad. Working and studying from home has forced families to spend more time with one another. While by principle this sounds endearing, not every household has benefitted from the extra time they have with each other. Most parents have used the pandemic as an opportunity to mend their relationship with their children; as otherwise they would be too occupied by either their jobs or household management in general. With schools being moved online, parents now had the chance to actively take part in their children's education. Physically watching your children learn enables you to gauge, in first hand, how they have been doing in school. It is also assumed that there had been a newfound respect for teachers by parents who had underestimated the hardships that educators have to go through while managing an entire classroom of students. Unfortunately, it is not always rainbowing and butterflies when toxic families are trapped in a household together. Some children from abusive households have been using school and extracurricular activities as an escape from the terrors that they have to go through at home. Without schools, they are forced to submit themselves to the ill-treatments and assaults. This has caused them to be apprehensive and anxious; not only about the global pandemic that is happening, but also concerning their safety and well-being. It is difficult to resolve cases of abuse, especially when the victims live with the perpetrator. There was a spike in the usage of police hotlines reporting domestic abuse. In the United Kingdom, the number of domestic abuse reports have increased 24% since the beginning of the lockdown, with over 100 arrests a day. The Covid-19 pandemic has also strained relationships between family members. Children of divorced parents were forced to choose between the two and decide with whom they would spend the lockdown with and therefore miss important milestones and celebrations. While alternatives to gatherings such as online communication platforms are readily available, not everybody may adapt to this new way of interaction. Those who are technologically handicapped may have to cut ties from the rest of their family and friends and the world as they are unable to keep up with the mechanics to use online communication platforms. This has left family members, especially those who were elderly to be isolated, potentially jeopardizing their mental health.

On top of the spread of the virus and its threat to human life, a major sector that has been greatly affected by the Covid-19 pandemic is the economy. The halt of operations and services that caused a catastrophic economic crisis so bad it was compared to the era of the Great Depression. As many were forced to retreat to their homes during the Covid-19 lockdown and limit their movements, the act of panic buying caused a serious shortage of supplies, especially for necessities such as eggs, bread, canned goods, and even toilet paper. Many hoarded these items as they were mostly readily available in the biggest hypermarkets as well as local sundry shops. The New Straits Times reported that even though some patrons did not intend to stock up on basic commodities, they were mostly threatened by others who did the same. Therefore, they could not help but buy items in bulk to ensure that their households were secured and prepared with the necessities. Besides that, many lost their jobs as a result of businesses ceasing operations or downsizing. This is not just a problem for Malaysia, but also those working all over the world. As the aviation industry suffered the most, many pilots, stewards, and engineers had to give up their glamorous and lavish lifestyles as they were being laid off their jobs. Malaysian pilots were reported to be opening up laundromats and food stalls, selling local delicacies as well as roadside burgers to sustain their livelihoods. The entertainment industry including sports and arts also suffered loss due to the global pandemic. The film industry remained stagnant as film production involving more than the minimum number of crews were not allowed and film festivals were being postponed or cancelled. On the contrary, there had been an increase in usage of online streaming platforms such as Hulu and Netflix. Besides that, major sporting events had to be cancelled; including international football leagues and the 2020 Tokyo Olympics. Even casual and non-competitive sports were not allowed to be conducted and were strictly regulated.

If there is a good thing that is brought out of this deadly pandemic, it is towards the life of families. The quarantine and stay-at-home orders had brought families back to togetherness. In this world of modernization, our main goal seems to be chasing more and more money every day to make ends meet or even to chase materialistic desires. The effect of chasing papers has caused families to have less time to spend with one another. The leisure time that is supposed to be spent with their family are spent in workplace instead. So, this is where COVID-19 bring its perk out to bring back the fellowship in families. The rise of COVID-19 cases had caused a lot of economy sectors to be shut down for a period of time and some of them are replaced with the option of working from home. Other than economy sectors, education sectors are also the victims of being closed during this pandemic. This means both parents and their children have the opportunity to spend time together in their house. This gives way for family members to have a decent communication for such a long time, spend time doing activities such as jogging around the home yard, exercising, and not missing breakfast, lunch, and dinner in the dining table together. Parents have the time to be in contact with their children face-to-face instead of just contacting them through the phone. During this period of quarantine is a chance to strengthen the bond between family members as well as getting emotional and mental support from loved ones through physical contact. On the other side, there is a negative effect of COVID-19 towards the life of families. For instance, some family members who are working overseas do not have the chance to return home during the closing of borders between countries for months. The government had to come to this decision to prevent the virus to spread in their country from outside infection. Not just that, the closing of borders between cities within a country also happens to prevent the spread of COVID-19. This has taken a toll on families who live apart from each other due to work and education. The usage of social medias has been increasing during this phase since people rely on social medias to communicate with their families. It is a blessing that video call is a free feature in most of the social medias out there. So, families depend mostly on social medias to keep in contact with each other however it is still an unfortunate event since they could not meet and have the physical affection with one another.

The life of families is also falling due to the pandemic. Power et. al., (2020) study showed that the COVID-19 pandemic had caused a heavy burden on women and families. The responsibility for working parents is already too much in normal lives but it was worse for women. It was stated that the stress of parents with children under 18 are increasing after the pandemic, in which 32% of fathers had their mental health worsening meanwhile it was 57% for women. Fontanesi et. al., (2020) also supported this point as COVID-19 could bring parental stress to the parents. This is due to parenting difficulties and the lack of confidence in their role. This can be seen especially in children with special needs and behavioural problems since they are without specialized support they could get from the school. Moreover, conflicts from inside the family itself also arises. Young children are exposed to the risk of abuse from their parents during this period of crisis as they are vulnerable to abuse. The highest abuse-related casualty includes those who are younger than 12 months. The risk is worsened when parents are pressured to work full-time during this crisis when the childcare centers and schools are closed. Usher, Bhullar, Durkin, Gyamfi, and Jackson (2020(described the Covid-19 pandemic as worrying, as even though the world has been increasingly well-equipped in controlling the spread of the disease, efforts have not been maximised in ensuring domestic violence prevention. Stress because of the virus has catalysed substance abuse by heads of families, and increased the likeliness of them abusing their children and family. On top of that, domestic abuse during the pandemic will also cause serious psychological impacts towards children. This is because even when they are not the exact victims of such abuse, it is highly plausible that they will bear witness to such occurrences as they will be in their homes instead of away at school or elsewhere.

Income And the Economy

COVID-19 has indeed affected the income of the people and the economy of countries. The settlement of closing down economy sectors is a must yet reluctant decision to do because it is done with the main purpose of taking care of the people from being at the risk of COVID-19 infection but at the same time, it will affect the country's economy drastically. A lot of people had lost their works because of this pandemic and the loss source of income leads them to finding another alternative to look for money. The clear proof is the online business in the Internet is skyrocketing. Businesses such as selling foods, skincare products, customized printed polaroid are some of the examples that we see on the online marketplace nowadays. Online businesses actually benefit pretty well during this season because most people refrain from going outside, even to go shopping or dining because of the scepticism of the hygiene and safety from COVID-19. Contactless transaction and delivery are more convenient to lower down the risk of contracting COVID-19. The escalation in online businesses actually benefit the society as we all strive to live through this pandemic. On the other hand, the economy is flunking. Not only it is affected due to the closing of economy sectors, but government has to spend billions of moneys to provide help for the poor and needy. At this rate, even if the economy is deteriorating, it is still the safety and the well-being of the people becomes the top priority. No matter how much a country has lost, they still do not fail to provide financial help to the people to ensure the people live in peace and comfort. This is such a big responsibility to carry, at the same time a must-take risk. At the end of the day, when COVID-19 cases settle down and an effective vaccine is found, a recovery for the economy can be done in a much larger scale to restore the economy of the country.

There were also a significant decrease in the demand of many industries in the demand and supply term. Anthony et. Al., (2020) study about Nigeria's economy stated that their economy regressed through the loss of work. It is harder for Nigeria since they are still struggling with economy recovery since 2016. They are starting to suffer from regression and the possibility of bankruptcy is increasing. The increasing price of ventilators and protective equipment also affects the country's economy. As the covid-19 pandemic has demolished the barely stable global economic system, McCann and Matenga (2020) elaborates how the virus has widened the income gap between high income nations and developing countries. Developing countries, also often referred to as the "Global South" are mostly countries who have been previously colonised, and are failing back in political, economic, and social aspects; if compared to more developing (especially Westernised) countries. With the declining global economy, it is expected that these nations will fall further back, despite their developments (albeit slow) since the Cold War period. To illustrate, developing countries were neglected by global institutions for crisis needs and alerts such as the rapid competition for vaccination by the pharmaceutical industry, basic medical supplies to combat the shortage, as well as the lack of testing kits. As if they have not already been struggling economically before the pandemic, the virus has only exacerbated their situation. Due to mismanagement on the global scale, food shortage will become more prominent; making the risk of developing countries falling into the poverty trap even bigger.

Quality of Life and The Well-Being of Humans

Generally speaking, the quality of lives and the well beings of human life has decreased significantly due to the Covid-19 pandemic. What seemed to be normal day-to-day activities a year ago may be deemed illegal today. For instance, formerly 'normal' events such as concerts, mass gatherings and celebrations, as well as travelling are prohibited in some parts of the globe in curbing the spread of the virus. To illustrate, on top of that, regular lifestyles ought to be altered in order to adhere to the standards and procedures that have been set by the government or local authorities. Many suffered from mental health problems as they did not have adequate resources to overcome their personal issues; especially with the added pressure of a global pandemic. Tumwesigye et al (2020) discussed how the challenges that the covid-19 pandemic had towards Africa's failing healthcare system. Using six countries (Uganda, Rwanda, Kenya, Malawi, Nigeria, and South Africa) as units of measures, the researchers examined the response of both local and international healthcare centres in alarming the public on the current Covid-19 situation. They attributed the delayed response of preventive measures in the African region to a lack of access to healthcare services to the people. This is not just because of Covid-19 imposed restrictions, but also pre-existing transportation and communication problems between different sectors. They proposed a collaboration of healthcare systems on a regional scale in order to expedite the process of diagnosing and treating Covid-19 patients.

Moreover, old age in Covid-19 patient casualties is considered an important factor on the potential survival of those individuals. It became apparent that those who were older and suffered from pre-existing medical conditions were more likely to pass away because of the disease. At the same time, the South Sudan public healthcare centres did not have the capacity

to house many patients at the same time. In some cases, only critically ill patients were allowed to be treated in the ICU; where other 'non-serious' patients were considered to be not a priority by the state government. Meanwhile, Hunter and Kendall (2020) discussed the economic gap that has left some Covid-19 patients to have fallen behind. As vaccines were made compulsory, many struggles to find the funds to acquire those vaccines often sold at a really high price. Alternatively, the government should buy preventive kits on behalf of the citizens so that their treatment could be heavily subsidised. The effect of COVID-19 towards the quality of life and well-being of humans is a negative one. This disease has impacted humans' physical and mental health badly. Over a million of people worldwide have been infected by COVID-19 and it had caused a negative impact towards some of them. Due to the virus, the quality of immune system in the patient's body decreases. There have been studies on how it affects the respiratory system badly too. This means that even if the patient has already healed and is free from the virus, the quality of their bodily functions has reduced due to the infection of the virus. So, it is clear that the quality of life of the people dropped. In terms of mental health, COVID-19 has affected it in a bad way as well. The quarantine and stay-at-home orders have caused people to lose their social activities hence bringing down the social interaction of the people. Being alone for a long time can lead to depressive thoughts and anxiousness towards someone since they have no one to share their joy to. By texting, calling, and video calling is a way to socialize but it is still a need for us humans to go out in the winding air and talk to someone face-to-face.
The quality of life and the well-being of humans are also decreasing based on past researches. Sher, (2020) research showed that there were multiple suicide cases in USA, UK, Italy, Germany and other countries related to COVID-19. This is because they have the fears of mental health impacts of isolation. It is no doubt that the quarantine has lead people to be depressed due to the seclusion from public. Psychological symptoms will be a risk towards health and social care professionals since they are bound to be depressed, burnout, and face post-traumatic stress disorder. This risk is also formally mentioned by WHO. Other than mental health, physical health is also taken into account. Even if humans could not jog in the park as usual, or go to the gym to work out, there are still ways to maintain physical health at home. Quarantine has caused people to experience physical inactivity. This leads to health problems such as obesity, muscle atrophy, bone loss and cardiovascular vulnerability. Studies made by Stainback, Hearne, and Trieu (2020) reflected a sad outcome of the Covid-19 pandemic towards human and wellbeing and a poor quality of life. A pandemic of outbreak of any disease would certainly trigger psychological trauma and fear among the public, but for it to occur on a global scale has built up. Anxiety and worry became a norm and people's lives, and they were no longer optimistic about long term planning. People are mostly torn between adapting to the new norms while still longing and fixated on the past. While the media has been a great tool for providing up to date information on the pandemic, over consumption of news via digital media has led to a burn out. Moreover, the amplified uncertainty by governments really puts pressure on citizens - as they feel like they cannot rely upon external assistance forever.

Steps To Be Taken in Dealing with The Continuous Spread of Covid-19

Individuals

All individuals play an important role in dealing with the spread of COVID-19. Children, teenagers, adults, and elderly people need to abide by the rules of wearing a mask as well as practising social distancing when they go out to face the public. Some people are still complacent and confident walking around without wearing a mask in public not putting in account that they might be the carrier of the virus or worse, they might be the next victim to be quarantined inside the hospital room. In drastic times like this, we are all advised to stay at home instead of walking around outside. Activities such as jogging, working, and studying can be done at home with the technology we have at hand today. By refraining from going outdoor and replacing them with exercising at home, implementing contactless transaction and online shopping can reduce the risk of getting infected by COVID-19. Individuals are not just responsible for their own health, but also for people around them. Different people have different levels of immunity. If their bodily immunity is too low to fight the virus, it could cause severe consequences to them. By being self-disciplined, people can avoid from contracting coronavirus as well as becoming the carrier for this deadly virus. Next off, every individual carries a responsibility towards the society during this pandemic. Our health is very fragile as it is on the risk of being exposed to an easily spread disease. Each and every individual should maintain self-hygiene and the environmental hygiene to lower the risk of the spreading of COVID-19. Littering of face masks has become a typical thing to do now. Improper disposal of face masks would increase the likelihood of spreading COVID-19 indirectly. Used face masks contain saliva and fluid discharge from the nose, which in the highest probability that some of them are already contaminated with the virus. May it be due to carelessness or ignorance, environmental hygiene that involves COVID-19 should never be looked down upon. Not just face masks, disposable hygienic-related products such as tissues should also be disposed properly. As humans, we have to carry the duty of taking care of ourselves what more people around us because our actions have consequences. In this battle of COVID-19, we do not fight it alone but we fight it alongside with our society. Only by battling together, we can break this chain of COVID-19.

Parent

Parents play a vital part in dealing with the spread of COVID-19. This is because they have to take care of both their children and themselves. First of all, parents should educate their children on the new norm etiquette. Parents should always make sure their children bring essentials such as face masks and a hand sanitizer to school so that their children could maintain their hygiene. Parents should also remind their children on the importance of taking care of their hygiene as well as the dangers of COVID-19 to ensure their children take serious precaution and be more careful when they are outside without their parents monitoring them. A constant sanitization of the house should be done too, to improve the cleanliness in the house as to avoid the spread of COVID-19. Not just that, parents should take care of themselves first above all else. ‘Monkey see, monkey do’ is a great saying on how parents set an example for their children. What use if a parents ask their children to wear mask and practise social distancing on a daily basis if the parents themselves do not implement it when they go out in public? Parents should be a role model to their children. Moreover, parents who are still working outside from home should be extra careful with themselves. Since they are in the same room as other people in their workplace, parents should keep in mind to not be complacent because they could be at the risk of contracting the virus being the only one getting outside of their house. A small wrong step could cause them and their children to be the next sufferer of COVID-19. Hence, parents play the most vital crucial role in battling COVID-19.

Community

Community as a whole is responsible in breaking the chain of the spread of this disease. This is because if community abide to the Standard Operating Procedure (SOP) of going outdoor at the same time implementing self-discipline would help to stop the spread of COVID-19. Take this for an example: in a particular area, there is one resident who is infected by COVID-19. By practising zero social distancing whilst making contacts to the other neighbours, this would cause the area to be the dwelling of the COVID-19 disease. This is exactly why the cooperation within the community is extremely crucial. Only by cooperating with one another can we break this never-ending infectious disease that is currently living in us. Neighbours and residential peers should keep their distance in addition with wearing face masks properly can prevent the growth of number of COVID-19 infected cases. It is understandable that communication and social interaction is something that has to be carried out eventually, but it never hurts to distance a few meters away from each other while talking. Everyone in the community have to be aware of the backgrounds of people around them. Questions like “Is there any new born child or children around me?” “Is there an elderly person living in this area?” and “Is there anyone with a chronic disease living around here?” raises an awareness to be more vigilant towards the children, elderly people and people with chronic diseases as the virus could severely impair their health. Moving on, community should put their voices to good use in this COVID-19 combat. Community should be walking hand in hand to stop the spread of this disease. However, there are still some people with the mentality of complacency and ignorance, not caring about the virus and its effects towards themselves and the people around them. Some people still wear face masks improperly and for worse, some still refuse to wear masks. This is for the reason that they do not want to be under controlled of COVID-19. These people want to have freedom so they go to the extent of not wearing masks along with letting off social distancing from their track. This action is a selfish thing to do. Everyone else strive for freedom too. Everyone craves for the normal social interaction, physical contacts with one another and the jollification of being together in an event or a mass gathering. Since we are in this menacing situation, we all suffer from the feeling of imprisonment by this deadly virus. We, who are supposedly families living in this fragile world, should be the one speaking up to these egoistic people. It should be taken into account too to those who keeps on going outdoor for no valid reasons when the most appropriate thing to do right now is staying at home. We as a community have to bring these issues up and speak up through the right platforms such as the mass medias to raise consciousness within the society.

Mass Media

Mass media, as we know, has the power to spread out information like a wildfire in a matter of seconds. We have the newspaper, radio, magazine, the Internet and the television. It is very easy for us to access to information nowadays with the help of these mass medias. Therefore, this advanced technology can be employed to good use during this phase of pandemic. For example, with the help of the information outspread by the media, people all around the globe would be updated on the current issues about COVID-19. If for instance, a specific area shows a significant rise of COVID-19 for a particular day or week, the authorities and the people would be sure to take quick and desperate measures to calm the numbers down until it reaches to a stable recovery progress. The qualified media coverage would be a quick and effective way to let people be more alert on the latest news of COVID-19, hence, taking precautionary steps to prevent them from broadening. Other than that, the mass media should always guarantee that the news they convey is legitimate. This is to avoid people from receiving false news and create unnecessary panicking within the society. Latest news about COVID-19 should be filtered, reviewed and transferred effectively. Fake news can also do more harm to the society. To illustrate, the panic buying in stores and markets during this period is tremendously ridiculous. This event was somehow lead by the false information that stores and markets would be closed during the quarantine as a way to stop the spread of the virus. However, in reality, the stores and markets that sells essential things for the daily lives of human beings will not be closed as it is the source of food to the people. Therefore, it is very important that the mass media to pass on authentic information to the public.

Conclusion

Finally, it may be concluded that COVID-19 does affect the daily lives of human beings. It seems that COVID-19 brings a large number of destructions towards our lives compared to the bright side of it. However, in this scenario, humans are the ones who are responsible for their lives. They are responsible to take care of themselves during this pandemic by discarding ignorance and ego for the sake of the society. Only by cooperating together to follow the public health guidelines provided by the authorities can we stop this spread of COVID-19. This feeling of imprisonment by this virus will soon end after a vaccine is found. To make matters sound better, there has been a lot of almost successful works in the progress of the COVID-19 vaccine, for example the Pfizer-BioNTech vaccine. Nevertheless, even is a vaccine is found tomorrow, it is still a far journey for us as we have to wait for each and every country's approval as well as the distribution of the vaccine. Not just that, it also would require a large amount of money to obtain the vaccine. No matter how far-fetch social life as pre-COVID-19 seems nowadays, it is not a symbol for us to give up. COVID-19 can be stopped if we all abide to the Standard Operating Procedure given out to us: wear our masks and be socially distanced.

References

Al-Dmour, H., Masa'deh, R., Salman, A., Abuhashesh, M., & Al-Dmour, R. (2020). Influence of Social Media Platforms on Public Health Protection Against the COVID-19 Pandemic via the Mediating Effects of Public Health Awareness and Behavioural Changes: Integrated Model. *Journal of Medical Internet Research*, 22(8), 1-12.

Armocida, B., Formenti, B., Ussai, S., Palestra, F., & Missoni, E. (2020). The Italian health system and the COVID-19 challenge. *The Lancet*, 5, 253.

Carter, P., Anderson, M., Mossialos, E., & Abel-Smith, B. (2020). Health system, public health, and economic implications of managing COVID-19 from a cardiovascular perspective. *European Heart Journal*, 2516-2518.

Chan, A. K. M., Nickson, C. P., Rudolph, J. W., Lee, A., & Joynt, G. M. (2020). Social media for rapid knowledge dissemination: early experience from the COVID-19 pandemic. *Association of Anaesthetists*, 75(12), 1579-1582.

Chen, E., Lerman, K., & Ferrara, E. (2020). Tracking Social Media Discourse About the COVID-19 Pandemic: Development of a Public Coronavirus Twitter Data Set. *Public Health Surveill*, 6(2), 1-9.

Fadare, O. O., & Okoffoc, E. D. (2020). Covid-19 face masks: A potential source of microplastic fibers in the environment. *Elsevier Public Health Emergency Collection*, 737.

Malliet, P., Reynès, F., Landa, G., Hamdi-Cherif, M., & Saussay, A. (2020). Assessing Short-Term and Long-Term Economic and Environmental Effects of the COVID-19 Crisis in France. *Environmental and Resource Economics*, 76, 867–883.

Sher, L. (2020). The impact of the COVID-19 pandemic on suicide rates. *An International Journal of Medicine*, 113(10), 707-712.

Tasnim, S., Hossain, M. M., & Mazumder, H. (2020). Impact of Rumors and Misinformation on COVID-19 in social media. *Journal of Preventive Medicine & Public Health*, 53, 171-174.

Bursztynsky, J. (2020). Zoom's massive surge in new users is increasing costs, but the focus is on keeping video calls reliable. CNBC. Retrieved from https://www.cnbc.com/2020/04/14/zooms-new-users-increasing-costs-focus-is-keeping-the-platform-free.html

Dwivedi, Y., Hughes, D., Coombs, C., Constantiou, I., Duan, Y., & Edwards, J. et al. (2020). Impact of COVID-19 pandemic on information management research and practice:

Transforming education, work and life. *International Journal of Information Management*, 55, 102211. doi: 10.1016/j.ijinfomgt.2020.102211

Espejo, W., Celis, J., Chiang, G., & Bahamonde, P. (2020). Environment and COVID-19: Pollutants, impacts, dissemination, management and recommendations for facing future epidemic threats. *Science Of the Total Environment*, 747, 141314. doi: 10.1016/j.scitotenv.2020.141314

Euro News. (2020). While You Stay Home, Animals Roam Free in Our Towns and Cities. Retrieved from https://www.euronews.com/living/2020/04/25/while-you-stay-home -animals-roam-free-in-our-towns-and-cities

Fritze, J., & Subramanian, C. (2020). Trump unveils social media hashtag to highlight Americans helping one. USA Today. Retrieved from https://www.usatoday.com/story/news/politics/2020/04/07/trumpunveils-hashtag-americaworkstogether-coronavirus-response/2952093001/

Gowan, R. (2020). WES for Youth Online sees surge in counselling service use. The Sun Times. Retrieved from https://www.owensoundsuntimes.com/news/local-news/wes-for-youth-online-sees-surge-in-counselling-service-use

McCann, G., & Matenga, C. (2020). COVID-19 and Global Inequality. In COVID-19 in the Global South: Impacts and Responses (pp. 161-172). Bristol: Bristol University Press. doi: 10.2307/j.ctv18gfz7c.22

Menon, S. (2020). PT3 and UPSR cancelled, SPM postponed (updated). The Star. Retrieved from https://www.thestar.com.my/news/nation/2020/04/15/pt3-upsr-cancelled -spm-stpm-3rd-semester-exam-pushed-to-q1-2021

Motter, S. (2020). A single mass gathering resulted in massive transmission of COVID-19 infections in Malaysia with further international spread. *Journal of Travel Medicine*, 27(3). Doi: https://doi.org/10.1093/jtm/taaa059

Sahu, P. (2020). Closure of Universities Due to Coronavirus Disease 2019 (COVID-19): Impact on Education and Mental Health of Students and Academic Staff. *Cureus*, 12(4), 28-41. https://doi.org/10.7759/cureus.7541

Suresh, D., Flatley, K., McDonough, M., Cochran-Caggiano, N., Inglis, P., Fordyce, S., Schachter, A., Acosta, E., Wales, D., & Jacob, J. (2020). Providing Compassionate Care: The Role of Medical Students and Videoconference Technology in the COVID-19 Pandemic. *Journal of Patient Experience*. https://doi.org/10.1177/2374373520978873

Stainback, K., Hearne, B. N., & Trieu, M. M. (2020). COVID-19 and the 24/7 News Cycle: Does COVID-19 News Exposure Affect Mental Health? Socius. https://doi.org/10.1177/2378023120969339

Tumwesigye, N., Biribawa, C., Nyaberi, J., Namanda, C., Atukunda, G., & Ayebale, L. (2020). COVID-19 Lockdowns in Africa: Their Effects and Challenges. In Cannon C. (Author) & Carmody P., McCann G., Colleran C., & O'Halloran C. (Eds.), COVID-19 in the Global South: Impacts and Responses (pp. 149-160). Bristol: Bristol University Press. doi:10.2307/j.ctv18gfz7c.21

Urban, M. J., Patel, T. R., Raad, R., LoSavio, P., Stenson, K., Al-Khudari, S., Nielsen, T., Husain, I., Smith, R., Revenaugh, P. C., Wiet, R. M., Papagiannopoulos, P., Batra, P. S., & Tajudeen, B. A. (2020). Implementation of Preoperative Screening Protocols in Otolaryngology During the COVID-19 Pandemic. *Otolaryngology Head and Neck Surgery*, 163(2), 265-270. https://doi.org/10.1177/0194599820931041

Usher, K., Bhullar, N., Durkin, J., Gyamfi, N. and Jackson, D. (2020). Family violence and COVID-19: Increased vulnerability and reduced options for support. International Journal Mental Health, 29: 549-552. https://doi.org/10.1111/inm.12735

"This page intentionally left blank."

ACADEMIC INSPIRED NETWORK

ICEBTH 2021

e ISBN 978-967-17373-0-9