

**E-PROCEEDING HOTWEC 4.0**  
**RESEARCH TOWARDS IR 5.0**

**NURTURING  
HOSPITALITY,  
TOURISM AND  
WELLNESS WORLD**

**FHPK, UMK**



E-PROCEEDING

# RESEARCH TOWARDS IR 4.0

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# The Factors That Affect Tourist Satisfaction towards Keluang Hill

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## ABSTRACT

Keluang Hill is one of the tourism destinations that are increasingly popular among tourists. Keluang Hill is a gazetted place in Terengganu with the aim of protecting and preserving the flora and fauna. This study aims to examine the relationships between social value, destination image, and emotional value with tourist satisfaction towards Keluang Hill. The data were obtained from a satisfaction survey that was developed and distributed randomly to the tourists who visited Keluang Hill, which is the case study area. The quantitative data were analyzed using the questionnaires distributed at Keluang Hill to identify the significant factors influencing tourist satisfaction. A total of 200 questionnaires were distributed to the visitors at Keluang Hill who come from various states. The results revealed an extent of correlations between destination image, social value, and emotional value with tourist satisfaction.

**Keywords: Tourist Satisfaction, Social Value, Destination Image, Emotional Value**

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## INTRODUCTION

Tourism has been considered as one of the most well-known industries that drives a lot of positive impacts on the economy in many countries worldwide. Normally, tourism is temporary, short-term to any destination that is not a regular place or usual residence of tourists such as for leisure, business, and other significant purposes (Camilleri, 2018). Tourist satisfaction at a hill destination refers to admiring and feeling the atmosphere of the destination positively as per his/her expectations (Aliman, Hashim, Wahid, & Harudin, 2016). Accordingly, a few problems exist in this study due to the deterioration of environmental quality that has affected the image of tourist destinations at Keluang Hill as well as other neighborhoods, such as the rubbish left scattered around the place that can make a bad impression on the image of Keluang Hill. Furthermore, the place also lacks peace awareness and knowledge by which tourists come to climb and perform activities that expose them to danger. This study optimally aims to investigate the factors that affect tourist satisfaction towards Keluang Hill. To understand this study, three factors that influence tourist satisfaction were proposed, namely social value, destination image, and emotional value.

To achieve the aim of the study, the following three research objectives were addressed:

1. To identify the relationship between destination image and tourist satisfaction towards Keluang Hill.
2. To identify the relationship between social value and tourist satisfaction towards Keluang Hill.
3. To identify the relationship between emotional value and tourist satisfaction towards Keluang Hill.

## **Significance of The Study**

This study provides investors with information related to the factors affecting tourist satisfaction towards Keluang Hill. This section provides a brief description of this study for the literature, tourism industry, and future researchers. In terms of the literature, this study provides an opportunity to practically apply the theoretical knowledge by running and producing research papers instead of merely accepting answers generated by the internet. The exact nature of the problem is also solved by investigating particularly on the factors that affect tourist satisfaction among tourists at Keluang Hill, Terengganu. Moreover, this study is very helpful for the body of knowledge and makes more acknowledgment of other factors affecting tourist satisfaction in terms of social value, destination image, and emotional value. In the context of the tourism industry, tourism has become an important sector in generating income for continuous economic growth at the global level after undergoing continuous expansion and diversification (UNWTO). Furthermore, the tourism industry is a fast-growing business that receives global attention; hence, by recognising the factors that impact tourist satisfaction among foreign or local visitors, the current study makes it possible for destination tourism managers or authorities to significantly understand how to create successful marketing and management techniques for tourism and build up the motivation for travelling to attract tourists.

## **LITERATURE REVIEW**

### **Tourist Satisfaction towards a Destination**

Tourist satisfaction refers to the long-term relationship involving the customer or tourist and is always evaluated through the characteristics of its element (Dmitrovic et al., 2009). The relationship of tourist satisfaction is based on the tourists' first impression and also evaluation at the destination based on the involvement of tourists in the destination itself (Nguyen Viet, Dang, Nguyen, & Management, 2020; Trung & Khalifa, 2019). Tourists make the overall satisfaction outcome simply by being there (Salleh, Omar, Yaakop, & Mahmmod, 2013). Besides, consumer satisfaction or tourist satisfaction is not only cognitive but emotional (del Bosque & San Martín, 2008). Tourist satisfaction influencing tourist behavioural intentions in the future has also been evidenced in many studies in the tourism field (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). Several researchers explored the effect of travelling satisfaction experience on the intention of the tourist to return in the future (Assaker, Vinzi, & O'Connor, 2011). Thus, with regard to this paper, three factors influencing tourist satisfaction towards visiting Keluang Hill were examined.

### **Destination Image and Tourist Satisfaction**

The majority of past researchers have agreed that a destination image is a compilation of experiences, concepts, emotional thoughts, and expectations an individual has of a particular place (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). Destination image includes all knowledge of an individual's or group of people's objective, impression, prejudice, imagination, and emotional thinking about a special place (Y. Li, Xu, Song, & He, 2020). Besides, the destination image refers to the number of individuals' or groups' beliefs, attitudes, and impressions to travel to a certain tourist destination or the destination aspect (Stylidis & Cherifi, 2018). Consequently, the destination image can be described as the consumers' perception of the destination as the driving force in decision-making. In fact, in the decision-making process of travellers, the destination image is deemed significant and effective (Bruwer, Pratt, Saliba, & Hirche, 2017).

H1: Destination image is positively related to tourist satisfaction.

### **Social Value and Tourist Satisfaction**

Social value is defined as a tourist's perceived utility in relation to the geographic, demographic, socioeconomic, political, and cultural dimensions in recognizing the product attributes within the social group in which the user is located (Gan & Wang, 2017). The concept of social values has been influenced by theory and research in several related areas. Furthermore, developing and transferring value to the individual is a competitive advantage in an environment identified by global competition and individuals with more demands (Ministry of Tourism, 2015). This shows the importance of social values in consumer choice as a result of interpersonal communication and the dissemination of information. Moreover, social relationship is one of the motivating factors for travellers that create and measure the level of tourist satisfaction (Huang, Shen, & Choi, 2015). Hence, this study suggests the following hypothesis:

H2: Social value is positively related to tourist satisfaction.

### **Emotional Value and Tourist Satisfaction**

Huang et al. (2015) provided strong evidence that in tourism, emotions achieve validity that differs from place arrangement; however, they did not explicitly investigate the structural relationship between emotional responses and tourist satisfaction with place placement. Patwary and Rashid (2016) showed a positive effect of destination attribute performance on tourist emotions in their study, while Tlili and Amara (2016) showed a significant effect of the emotional involvement of tourists on their level of satisfaction. Besides, past investigations have also found an effect of commendable destination attribute performance on positive or negative emotions of visitors (Prayag et al., 2017), including the effect of destination attribute performance on the emotional involvement of tourists and their level of satisfaction (Biswas, Deb, Hasan, & Khandakar, 2020). Thus, this study suggests the following hypothesis:

H3: Emotional value is positively related to tourist satisfaction.

### **Research Framework**

A research framework has been formulated to investigate the relationships between the three influential factors and tourist satisfaction as shown in Figure 1.

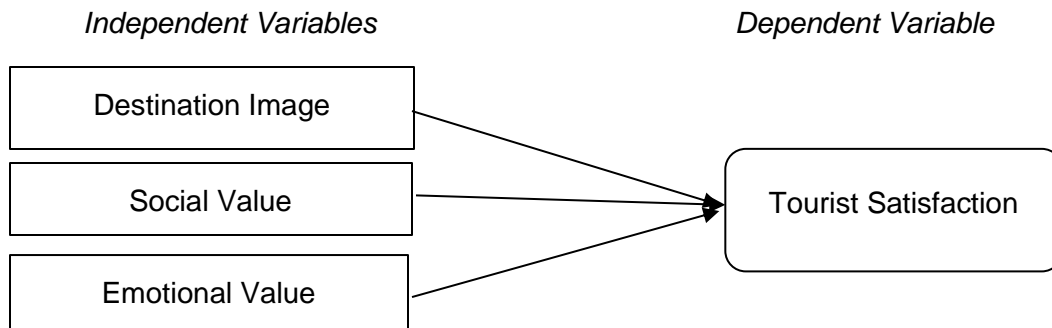


Figure 1: Conceptual framework for the factors affecting tourist satisfaction towards Keluang Hill (Wan & Chan, 2013)

## METHODOLOGY

### Research Design

This study used a quantitative method (Indryasari, 2019). Research methodologies include research design and research processes, sampling design, data collection, and data analysis (Hero, 2020). In this study, primary data collection through questionnaires was conducted on tourists who visited Keluang Hill, Terengganu. The tourists would assist in answering the questions, followed by their needs, opinions, and satisfaction towards the destination. Furthermore, the questions were evaluated based on different structures such as the image of the destination, social value, emotional value, and tourist satisfaction.

The survey was conducted using a convenient sampling method. The sample groups include the tourists who visited Keluang Hill, Terengganu, aged 17 years old and above. The researchers constructed a set of questionnaires to be distributed to the population members who come from different states and visited Keluang Hill, Terengganu. In this study, a 5-point Likert scale was used to understand the level of agreement and disagreement among tourists.

### Data Analysis

The data gathered from the answers and responses from the questionnaires were analyzed using Statistical Package for the Social Sciences (SPSS). The reliability coefficient is defined as a technique intended to determine the internal consistency of a scale; thus, the data were tested using Cronbach's alpha analysis as an indicator that identifies the level of data consistency. According to Hulin, Netemeyer, and Cudeck (2001), the Cronbach's alpha values for the independent variables (IVs) and dependent variable (DV) must be above 0.6-0.7. Additionally, Spearman's correlation coefficient ( $r$ ) was employed to examine the relationship between the IVs and the DV, ranging from -1 to +1 for the indication of a positive or negative correlation.



## FINDINGS

A total of 209 sets of questionnaires were assigned using an online platform. Table 1 shows the profile of the respondents in this study. Based on the table, about 43.1% of the respondents are males, while the other 56.9% are females. In terms of race, most of the respondents are Malays with a frequency of 142 respondents (67.9%), followed by Chinese with 28 respondents (13.4%), Indians with 24 respondents (11.5%), and “Others” with 15 respondents (7.2%).

Based on the results, the respondents who responded to this survey are aged between 23 to 26 years old with a frequency of 70 respondents (33.5%), followed by 17 to 22 years old with 67 respondents (32.1%), 33 years old and above with 38 respondents (18.2%), and below 27 to 32 years old with 34 respondents (16.3%).

Table 1: Respondents' Profile

<b>Profile</b>	<b>Classification</b>	<b>Frequency</b> <b>N= 209</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	90	43.1
	Female	119	56.9
<b>Age</b>	17 years-22 years old	67	32.1
	23 years-26 years old	70	33.5
	27 years-32 years old	34	16.3
	33 years old and above	38	18.2
<b>Race</b>	Malay	142	67.9
	Chinese	28	13.4
	Indian	24	11.5
	Others	15	7.2
<b>Academic qualification</b>	PMR	4	1.9
	SPM	37	17.7
	STPM	57	23.7
	Undergraduate	60	28.7
	Postgraduate	37	17.7
	Others	14	6.7
<b>Profession</b>	Student	96	45.9
	Employed	93	44.5
	Unemployed	20	9.6
<b>Monthly income (RM)</b>	Below RM1,000	87	41.6
	RM1,000-RM2,999	56	26.8

RM3,000-RM4,999	38	18.2
RM5,000 and Above	28	13.4

Based on the table, most of the respondents have a degree (28.7%, n=60) and this is followed by 57 respondents (23.7%) with STPM, 37 respondents (17.7%) with SPM and Postgraduate degree, 14 respondents (6.7%) with others, and the remaining 4 respondents (1.9%) with PMR. Besides, in terms of profession, most of the respondents are students with 96 respondents (46.9%), while 93 respondents (44.5%) are employed, and the remaining 20 respondents (9.6%) are unemployed.

Based on Table 1, most of respondents have a monthly income of below RM1,000 with 87 respondents (41.6%), followed by RM1,000-RM2,999 with 56 respondents (26.8%), RM3,000-RM4,999 with 38 respondents (18.2%), and RM5,000 and above with 28 respondents (13.4%).

### **Factors Determining Tourist Satisfaction towards Keluang Hill**

Spearman's correlation was used in this study to describe the strength of the relationship between two variables. The reliability test was conducted on the independent variables to check the internal consistency of the measurement instrument. The Cronbach's alpha results for all variables in this study were ranging from 0.813 to 0.898, which exceeds the minimum acceptable reliability range of 0.70 as recommended by Sekaran and Bougie (2010). In this paper, three (3) hypotheses have been tested and the results indicated that social value has a strong relationship with tourist satisfaction ( $r=0.666$ ,  $n=209$ ,  $p<0.01$ ), followed by destination image ( $r=0.798$ ,  $n=209$ ,  $p<0.01$ ), and lastly, emotional value ( $r=0.688$ ,  $n=209$ ,  $p<0.01$ ).

### **DISCUSSION & RECOMMENDATIONS**

This study addressed three questions related to the relationships between destination image, social value, and emotional value with tourist satisfaction towards Keluang Hill. Based on the findings of the study, there was a strong relationship between destination image and tourist satisfaction towards Keluang Hill with  $r = 0.798$ ,  $n = 209$ , and  $p < 0.01$ . This is in line with the study by Kani, Aziz, Sambasivan, and Bojei (2017), by which the attachment of destinations can lead to tourist behaviour that influences the destination image and tourist satisfaction to adapt to a place.

The findings also showed a strong relationship between emotional value and tourist satisfaction with  $r = 0.688$ ,  $n = 209$ , and  $p < 0.01$ . This coincides with Huang, Weiler, and Assaker (2015) who described satisfaction as an emotional response resulting from the experience of consumption.

Finally, the results revealed a moderate relationship between social value and tourist satisfaction towards Keluang Hill with  $r = 0.666$ ,  $n = 209$ , and  $p < 0.01$ . This is consistent with a past study by Yo JungMin and Minjung Park (2016) who revealed that hedonic, utilitarian, creative achievement, and social values influence satisfaction with the adaptation that, in turn, affect tourist loyalty. A summary of the hypothesis testing results is presented in Table 3.

Table 3: Hypothesis Testing Results

Hypothesis	Relationship	Correlation coefficient	Result	Finding
H1	There is a positive relationship between social value and tourist satisfaction.	$r = 0.666$	H1: Accepted	Yo Jungmin and Minjung Park (2016)
H2	There is a positive relationship between destination image and tourist satisfaction.	$r = 0.798$	H2: Accepted	Kani, Aziz, Sambasivan, and Bojei (2017)
H3	There is a positive relationship between emotional value and tourist satisfaction.	$r = 0.688$	H3: Accepted	Huang, Weiler, and Assaaker (2015)

## CONCLUSION

In conclusion, this study has proven that destination image, social value, and emotional value can influence tourist satisfaction towards Keluang Hill. Based on the results, destination image is the most significant factor that affects tourist satisfaction, followed by social value and emotional value. This study may contribute to travel agencies and the government in terms of promoting Keluang Hill as well as future researchers as a reference. The researchers also hope that there will be continuous development in Keluang Hill, especially the facilities because this can raise the level of tourist satisfaction. This study also recommends the hospitality and resort sector build up and upgrade its service systems because various accommodation facilities are important to provide convenience for the visitors. As such, Keluang Hill must improve and conserve the beauty and landscape, especially the cleanliness of the beach area. Indeed, all parties must preserve the cleanliness and attractiveness of the beach including all stakeholders, tourists, local authorities, state governments, and the federal government. Furthermore, Keluang Hill needs to provide interesting activities or unique programs to tourists. Adventure activities can also be offered such as paragliding, white water rafting, and many other extreme activities; however, safety should first be prioritized before providing any extreme activities in Keluang Hill, Terengganu.

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