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Domestic Travelers' Preferences in Selecting Transportation Mode in the Post-COVID-19 Pandemic

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ABSTRACT

Selecting the right mode of transport during traveling is an imperative decision-making process to ensure it could meet the needs and satisfaction of the travelers. This study aims to determine the decision factors of the transportation mode of domestic travelers, specifically in the post-coronavirus disease (COVID-19) outbreak. The study adopted a survey through a quantitative approach by distributing questionnaires among domestic travelers in Malaysia. Descriptive analysis, reliability analysis, correlation analysis, and multiple linear regression analysis were applied to achieve the objectives of the study. Three factors were examined: value for money, safety and transit time. The results discovered a significant relationship between value for money and safety towards transportation mode. The findings of this study may assist relevant authorities and travel agencies to enhance and improve the quality of their services to cater different travelers' preferences.

Keywords: *value for money; safety; transit time; transportation mode; domestic traveler.*

INTRODUCTION

Coronavirus disease 2019 (COVID-19) is an infectious disease that has spread worldwide since the first case appeared in December 2019 in Wuhan, China. Many people thought it would be like the SARS family virus and predicted that COVID-19 might not be dangerous. However, this virus is more contagious and can be fatal for people with underlying medical conditions (Siswantoro, 2022). On March 18, 2020, the government of Malaysia enforced the Movement Control Order (MCO) to curb the spread of COVID-19. Subsequent to the enforcement of MCO and interstate border restrictions in Malaysia, domestic tourism in Malaysia continued to drop in the number of visitor arrivals and tourism expenditure. A total of 66.0 million visitors were recorded in 2021, with a negative growth of 49.9 percent compared to the previous year (Department of Statistics Malaysia, 2022a). Hence, many companies running their business, especially in tourism industry had to suspend their operation due to the pandemic. The announcement of the lockdown significantly impacted travel agencies around the country. Therefore, travel agency operators have tried to understand how to prevent business losses. Understanding travelers' preferences can be a crucial factor in the planning of tourism authorities and travel agencies, especially in determining marketing strategies (Afifah Hanim et al., 2020).

According to the Department of Statistics Malaysia (2022a), transportation is one of the components of the expenditure of domestic travelers. It shows the importance of transportation in the tourism industry. Travelers need to use transportation to commute from one destination to another selected destination of travel. Does the tourism industry know the

importance of transportation? Does the transportation provider satisfy the travelers' needs? Do tourism and transportation agencies know the factors influencing domestic travelers' decision-making towards choosing the mode of transport? Thus, this study investigated the decision factors of domestic travelers towards selecting the transportation mode, specifically in the post-COVID-19 pandemic in Malaysia. In addition, this study also examined the influence of value for money, safety and transit time on the selection of transportation mode in the post-COVID-19 pandemic in Malaysia.

LITERATURE REVIEW

Mode of Transportation

The synonyms of mode of transportation are means of transportation, transportation modality and form of transportation. Topolšek et al. (2018) defined transportation as a movement of passengers to create or increase customer satisfaction, whereby moving from one point of origin to another point within a certain period. Bowersox et al. (2020) defined mode of transportation as a solution that makes use of a particular type of vehicle, operation and infrastructure. There several types of transportation modes which are air, water, road and rail. A traveler's transportation may involve one or several modes, with the latter being called intermodal or multimodal transportation. Each mode has its advantages and disadvantages. It will be chosen by a traveler based on the price value, safety and transit time.

Value for Money

In this study, value for money can be described as travel cost or price value using transportation. In general, as travel costs increased, the utilization of any mode of transportation decreased (Gudzinas, 2012). A study by Nguyen-Phuoc et al. (2018) revealed that travel price is related to an individual's choice in choosing mode of transportation. Can (2013) stated that transportation costs are closely associated with travel distance. He also mentioned that the income of a traveler had an impact on choosing their transportation mode. Therefore, the travel costs are represented as a fraction of the income budget. According to Mohammad Nizamuddin et al. (2021), each travel modes have specific characteristics, such as travel cost that influence travelers' selection of transportation mode. Hosseini et al. (2020) research shows that consumers will be attracted to any deal offering a better price value during sales or promotion. Thus they will spend their money on that promotion. Thus, the first hypothesis is stated as below:

H1: Value for money has an influence on the selection of transportation mode in the post-COVID-19 pandemic.

Safety

The Coronavirus has reorganized and developed new behavior during lockdown and quarantine. During the outbreak, travelers were not encouraged to travel, and there is enforcement of interstate border restrictions in Malaysia. This is due to the impact of an invisible COVID-19 virus, which forces travelers to remain at home since their safety would be compromised. Mohammad Nizamuddin et al. (2021) defined safety as freedom from danger, risk, or threat of harm, injury, or loss to personnel and/or property, whether caused deliberately or accident. Their study also shows there is a significant relationship between safety and travelers' preferences. Enhancing safety can positively impacts for travelers to travel either on

short-distance or long-distance journeys. In addition, a survey by Ingvardson and Nielsen (2021) reported that 77% of travelers agreed with the safety issues that affect them choosing a mode of transportation. Olsson (2003) said that when a passenger feels insecure, they might change to select another mode of transportation that may bring them to feel secure and safe. Hence, the second hypothesis formed as below:

H2: Safety has an influence on the selection of transportation mode in the post-COVID-19 pandemic.

Transit Time

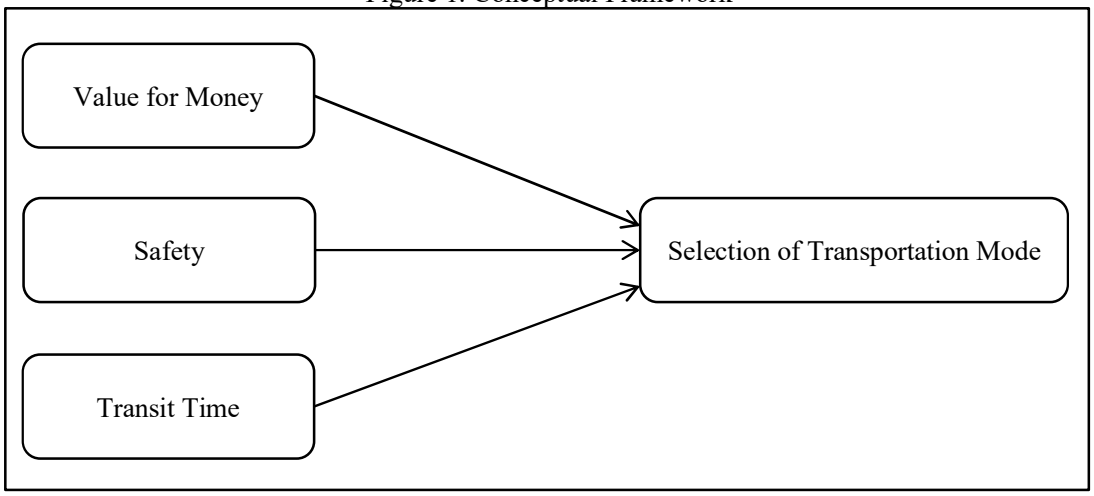
Time can be defined as the length of time taken to complete an activity. Thus in this study, waiting time and travel time can also be described as transit time. In the e-commerce philosophy, timing is critical in delighting and retaining consumers (Zulkarnain et al., 2015). Mohammad Nizamuddin et al. (2021) mentioned that each travel modes have specific characteristics, such as waiting time that influences travelers' preference of transportation mode. Gudzinas (2012) stated that as travel time decreased, the utilization of any modes of transportation increased. According to Racca and Ratledge (2003), the choice of transportation mode would be somewhat dependent on the relative time between transit and personal vehicle trip time. Based on the discussion, the third hypothesis is proposed as below:

H3: Transit time has an influence on the selection of transportation mode in the post-COVID-19 pandemic.

Conceptual Framework

The conceptual framework for the domestic travelers' preferences in selecting transportation mode in the post-COVID-19 pandemic is presented in Figure 1 below:

Figure 1. Conceptual Framework



METHODOLOGY

Questionnaire was the primary source of collecting data for this study. It was divided into three sections. The first section, Section A, contains five questions about the respondents' demographic profiles. Next, Section B has questions related to the independent variables: value

for money, safety and transit time. Finally, Section C was associated with the selection of transportation mode among domestic travelers, which was the dependent variable in this research. The entire set of questions in both Sections B and C was measured using a 5-point Likert Scale, ranging from strongly disagree (1) to strongly agree (5).

The target population in this study was the domestic travelers who traveled during the post-coronavirus disease (COVID-19) outbreak. According to the Department of Statistics Malaysia (2022b), a domestic traveler is defined as a resident or those living in Malaysia for at least a year, including expatriates and non-citizens who take a trip to main destinations outside his/her usual environment. The journey should take less than a year for business, leisure or personal goals other than to be employed by a resident entity in the place visited. To the authors' knowledge, there is no reported list of domestic travelers who traveled during the post-coronavirus disease (COVID-19) outbreak. Thus, non-probability convenience sampling was used in this research. According to Hair et al. (1998), the standard sample size rule for the unknown population is at least five times more than the items to be analyzed. Thus, this study requires at least 60 respondents (5 x 12 items). Nevertheless, 95 questionnaires were distributed instead of 60 questionnaires.

The IBM SPSS Statistics version 26 was used to analyze the data that was obtained from the questionnaire. Descriptive analysis, reliability analysis, correlation analysis and multiple linear regression analysis were applied to achieve the study's objectives. Descriptive analysis was used to examine the demographic profile of the respondents. In measuring the reliability analysis, Cronbach's Alpha Coefficient value was used to know the dependability, which then described the internal consistency or average correlation of items. Next, the correlation analysis was an analysis that functioned to identify whether there was any relationship between the independent variables and the dependent variable (Hair et al., 2019). To generate valuable data for this study, Multiple Linear Regression Analysis was utilized to predict the value of a variable based on the values of two or more variables. For this study, the Multiple Linear Regression equation model was as follows:

$$Selection\ of\ Transportation\ Mode\ in\ the\ post-COVID-19\ Pandemic = \hat{\beta}_0 + \hat{\beta}_1 ValueForMoney + \hat{\beta}_2 Safety + \hat{\beta}_3 TransitTime$$

FINDINGS AND DISCUSSIONS

Demographic Profile of Respondents

Table 1 shows the detailed demographic profile of the respondents. Among the 95 respondents, 37.9% were male and 62.1% were female. Additionally, more than half of the respondents were 18 to 30 years old (69.5%), followed by 31 to 40 years old (17.9%) and 41 years old and above (12.6%). Furthermore, most of the respondents were government employee (64.2%), while private sector employee 24.2%, self-employed 8.4% and retired 3.2%. Finally, the highest reason for the respondents to travel in post-COVID-19 pandemic was because of personal reason (42.1%). It was followed by both personal reason and business or working purpose (40.0%). The least common reason was because business or working purpose (17.9%).

Table 1. Demographic Profile

Demographic Profile	Categories	Frequency	Percentage %
Gender	Male	36	37.9
	Female	59	62.1

Age	18 to 30 years old	66	69.5
	31 to 40 years old	17	17.9
	41 years old and above	12	12.6
Occupation	Government Employee	61	64.2
	Private Sector Employee	23	24.2
	Self-Employed	8	8.4
	Retired	3	3.2
Purpose of travelling in post-COVID-19 pandemic	Unofficial travel/ Personal reason	40	42.1
	Official travel/ Business/ Working Purpose	17	17.9
	Both	38	40.0
	Long haul (International)	26	27.4

Reliability Analysis

Table 2 below presents Cronbach's Alpha Coefficient values. Those values indicate the reliability of the questionnaire. Based on the table below, Cronbach's Alpha Coefficient values for all variables were above 0.7, representing good value.

Table 2. Reliability Analysis

Variable	Number of items	Cronbach's Alpha
Transportation Mode Selection	3	0.809
Value for Money	4	0.782
Safety	4	0.732
Transit Time	4	0.763

Correlation Analysis

Pearson's Correlation Analysis is presented in Table 3 below. The p-value of 0.000 for value for money, safety and transit time is lower than the significant level of 0.01. This value indicates that there are significant relationships between independent variables and dependent variable. Meanwhile, Pearson's Correlation value between value for money and selection of transportation mode was 0.639. Thus, there is a moderate relationship between value for money and selection of transportation mode. Next, Pearson's Correlation value between safety and selection of transportation mode was 0.597. Hence, there is a moderate relationship between safety and selection of transportation mode. Finally, Pearson's Correlation value between transit time and selection of transportation mode was 0.382. Therefore, there is a small but definite relationship between transit time and selection of transportation mode.

Table 3. Pearson's Correlation Analysis

		Transportation Mode Selection
Value for Money	Pearson Correlation	0.639**
	Sig. (2-tailed)	0.000
	N	95
Safety	Pearson Correlation	0.597**
	Sig. (2-tailed)	0.000
	N	95
Transit Time	Pearson Correlation	0.382**
	Sig. (2-tailed)	0.000
	N	95

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

Multiple Linear Regression Analysis

In the following analysis stage, multiple linear regression analysis was used to test the hypotheses. The multiple linear regression results are presented in Table 4 and 5.

Table 4. Multiple Linear Regression Summary

R	R Square	Adjusted R Square	Std. error of the estimate	F	Sig.
0.720[a]	0.519	0.503	0.44233	32.732	0.000[b]

a. Predictors: (Constant), Value for Money, Safety and Transit Time
b. Dependent Variable: Selection of Transportation Mode

The results from Table 4 shows that multiple regression coefficients (R) was 0.720, indicating value for money, safety and transit time have a strong positive relationship with the selection of transportation mode. The value of the coefficient of determination (R Square) is 0.519. This means that 51.9% of the total variance in the selection of transportation mode can be explained by value for money, safety and transit time. Other factors explained the remaining 48.1%. The p-value from Table 4 is 0.000, which is less than the significant level of 0.05. It means that one of the independent variables (value for money, safety and transit time) can be used to model the selection of transportation mode.

Table 5. Coefficients[a] Summary

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.190	0.446		0.427	0.006
Value for Money	0.382	0.089	0.391	4.294	0.000
Safety	0.414	0.100	0.356	4.152	0.000
Transit Time	0.161	0.087	0.147	1.862	0.066

a. Dependent Variable: Selection of Transportation Mode

Table 5 above shows the coefficients summary of the study. Only the variables with a p-value of less than 0.05 were maintained in the model. Hence, values for money and safety have a significant influence on the selection of transportation mode. However, transit time significantly did not have an influence on selection of transportation mode. According to the absolute value of the standardized beta coefficients, value for money appeared to be the strongest explanatory variable to predict the selection of transportation mode, followed by safety. The equation model for this study was as follows:

$$Selection\ of\ Transportation\ Mode\ in\ the\ post-COVID-19\ Pandemic = 0.190 + 0.382 ValueForMoney + 0.414 Safety$$

The summary of the results of the hypotheses examined in this study is presented in Table 6 below.

Table 6. Summary of hypotheses testing results

	Hypothesis	Result
H1	Value for money has an influence on the selection of transportation mode in the post-COVID-19 pandemic.	Accepted
H2	Safety has an influence on the selection of transportation mode in the post-COVID-19 pandemic.	Accepted

H3	Transit Time has an influence on the selection of transportation mode in the post-COVID-19 pandemic.	Rejected

In this study, multiple analyses are done on different independent variables to check whether the results are aligned with the existing literature. The hypothesis that value for money has an influence on the selection of transportation mode supports the finding of Nguyen-Phuoc et al. (2018). Finally, the finding depicted that safety also has an influence on the selection of transportation mode, aligned with the previous study of Mohammad Nizamuddin et al. (2021).

CONCLUSIONS

There is no secret that the tourism industry has been affected badly by the COVID-19 pandemic. Subsequent to the enforcement of MCO in Malaysia, many companies that were running their business in the tourism industry had to suspend their operation due to the pandemic. Hence, this study aims to investigate the decision factors of domestic travelers towards choosing the transportation mode, specifically in the post-COVID-19 pandemic. The variables to be considered were value for money, safety and transit time. This study revealed that value for money and safety significantly influence the selection of transportation mode among domestic travelers in the post-COVID-19 pandemic in Malaysia. The findings of this study may assist travel agencies, Land Public Transport Commission (SPAD), transport agencies, and public transportation providers to enhance and improve the quality of their services to cater different travelers' preferences. On the other hand, this study will help other researchers who would like to study this topic further.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The number of respondents for this study is 95 respondents. The number should be increased for future studies to enhance the quality of the data collection. Moreover, this study only focused on three factors in the selection of transportation mode. Hence, future studies should be conducted considering other factors. Finally, further study may be carried out on the same issues in other industries.

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