



**E-PROCEEDING HOTWEC 6.0**

**THE GAME ON 2022:**

**THE FUTURE IS  
BRIGHT**

**FHPK, UMK**

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,  
UNIVERSITI MALAYSIA KELANTAN**

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Published by: Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan  
Kampus Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan

e ISBN 978-967-0021-47-8



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# The Impact of Attitude on the Intention to Visit Indigenous Spa

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## ABSTRACT

*Spa and wellness facilities to exercise and receive various treatments to improve their health. A sauna and treatment rooms are included in the spa and wellness amenities. A sauna and a gym are among the spa and wellness amenities. Indigenous spas refer to goods and services produced by indigenous people according to their original concepts and traditions. However, indigenous spa products and services are not well received and acknowledged by the community. Therefore, the purpose of this research was to study the impact of attitude on behaviour intention towards the indigenous spa and product services. In this research, affective attitude, behaviour attitude, and cognitive attitude serve as independent variables related to the dependent variable namely behaviour intention toward indigenous spas and services. A Google Form was used to disseminate a set of questionnaires to 358 people in the target population. SPSS was used to analyse the data from the questionnaire. The study's findings were substantial and corroborated the hypotheses. In conclusion, this study could be used as a resource for future research.*

**Keywords:** *Spa and Wellness, Indigenous Spa, Product and Services, Affective Attitude, Behaviour Attitude, Cognitive Attitude*

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## INTRODUCTION

The spa first appeared in Asia in the mid-1990s, and the Asian spa industry has since grown from modest and tentative beginnings to become a phenomenon. This is because of the ability to draw on Asia's diverse cultural heritage and healing traditions (Micheal Loh, 2005). The spa is an acronym derived from the Roman Empire, which means 'Sanus Per Aquam (SPA) is 'health through water'.

An Indigenous spa is defined as an establishment offering healing body therapies incorporating elements derived in whole or part from Indigenous traditions, which are interpreted by clients to respect the origins. The indigenous spa concept has always aimed to honour the healing culture of the region in which it is located. The indigenous people have a wealth of information not only about medicinal plants, flowers, and herbs but also about living in harmony with nature as a whole.

This study was designed to investigate the affective attitude, behaviour attitude, cognitive attitude, and intention to visit the indigenous spa. There were three objectives of this research:

1. To identify the relationship between affective attitude and intention to visit indigenous spas.
2. To identify the relationship between behaviour, attitude, and intention to visit indigenous spas.
3. To identify the relationship between cognitive attitude and intention to visit indigenous spas.

### **Significance of the Study**

This study was conducted to examine the uniqueness and privilege of indigenous spa products and services. Based on this research, the data will help them in reviewing the weaknesses and the best strategies for promoting their spas. As the result, indigenous people get the opportunity to compete on par with other spas. The data obtained from this research also can help to convince stakeholders such as the government, banks, and investors to provide incentives either in terms of financial capital or promotion of products and services produced by indigenous people.

In addition, it helps the community to be aware of the existence of goods and services produced by indigenous people, especially in the spa industry. The community's perception of indigenous people can be changed and further encourage them to support local products and services. In other words, it opens a new opportunity for future researchers to learn more about indigenous spas.

## **LITERATURE REVIEW**

### **Affective Attitude**

The affective component refers to a person's emotional reaction to the object of attitude. It involves a person's feelings or emotions about the object of attitude (McLeod, 2018). The affective part of the attitude refers to feelings about something. It is usually the first and may be positive or negative, such as fear-based reactions or pleasure-based reactions. It is important to separate the effects from cognition, where the effect is feeling, and cognition is what is thought. Deep-seated memories or experiences that shape feelings about things may cause affective responses (Chris Drew, 2020). While, Agarwal & Malhotra, (2005) describe that affective attitudes become stronger when individuals have more frequent and direct experiences with focus objects, people, or situations. The affective component involves the attribution of emotional mental states that can be attributed to intention.

### **Behaviour Attitude**

The behavioural attitude of the term can be described as a means of self-control. It is a way to act or control yourself against others. It is a variety of actions, reactions, and manners set by individuals, systems, or organizations concerning themselves or their environment, under any particular circumstances. In summary, behaviour is an individual or group response to inputs such as actions, environments, or stimuli that can be internal or external, voluntary or voluntary, and conscious or subconscious. Behavioural attitudes are attitudes that develop as a result of certain behaviors. However, since a person's behavior does not always reflect his attitude, the attitude of a person does not always reflect his attitude towards certain behaviors (Angelova and Zeqiri 2011).

### **Cognitive Attitude**

Cognitive attitude refers to the beliefs, knowledge, and thoughts possessed by the object of attitude. Sometimes, individual attitudes are also formed depending on the positive and negative traits associated with the object (Reber, 2001). Cognitive attitudes are defined as individual-specific beliefs related to a subject. These factors consist of evaluation, consideration, acceptance, and perception of value points supported by thought (Hee-dong et al., 2004). Flavian et al. (2006) asserted that the amount of trust depends on the extent to which the needs and wants of the customer are met. People with high levels of confidence tend to easily determine and predict positive outcomes, and believe that this case will continue in the future (Aydin et al., 2005).

## Intention to Visit Indigenous Spa

The intention is an important factor that influences a customer's intention to revisit a tourist destination or repurchase products and services. According to Tiefenbacher, Day, and Walton (2000), travelers are more likely to return to tourist destinations due to three personal motivations. The concept of visiting intentions comes from behavioural intentions. Aziz et al., (2012) found that when people have a stronger intention to engage in behaviour, they are more likely to engage in such behaviours. Behavioural intent indicates returns or re-visits of visitors to a facility or service. Conceptualizing, measuring, and predicting behavioural intentions is an area of interest to service providers and researchers which has been considered one of the key indicators of service enterprise achievement (Rahman et al., 2018).

## Research Hypothesis

The literature review highlighted the independent variables like affective attitude, behaviour attitude, and cognitive attitude on intention to visit the indigenous spa. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H1 There is a significant relationship between affective attitude and intention to visit indigenous spas.
- H2 There is a significant relationship between behaviour, attitude, and intention to visit indigenous spas.
- H3 There is a significant relationship between cognitive attitude and intention to visit indigenous spas.

## Research Framework

Figure 1 below shows the research framework used for this study.

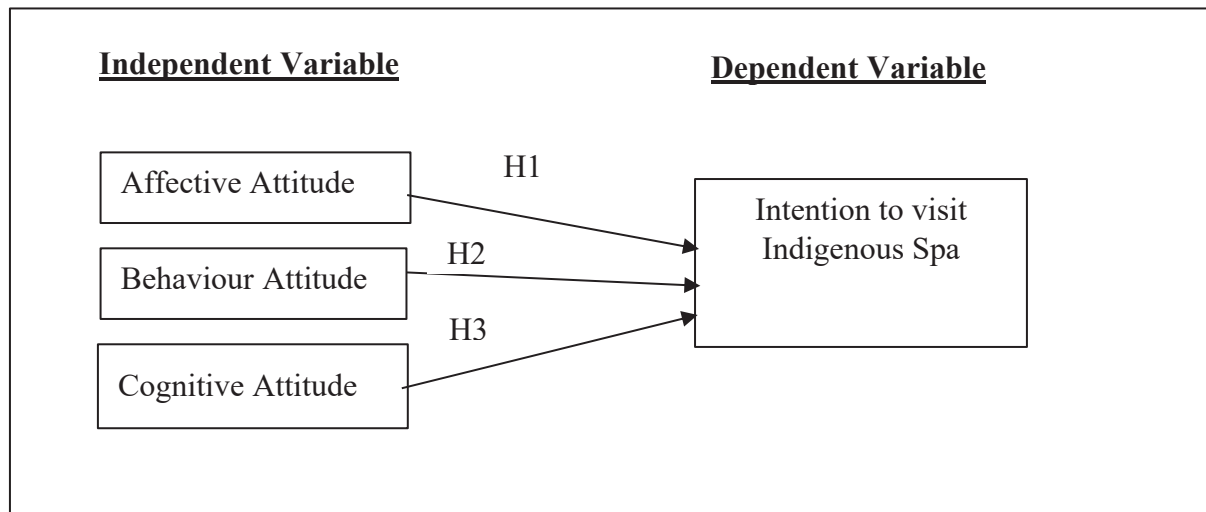


Figure 1: Research Framework

## METHODOLOGY

### Research Design

This study used the quantitative method that was related to using statistical or numerical data. The researcher distributed the questionnaires to the respondents to test the dependent variables and the independent variables.

Moreover, a set of questionnaires was distributed to randomly selected respondents, which is the community in Kelantan. The researcher divided the questionnaire into 4 sections which are Section A, B, C, and D. For Section A, the questionnaire requested information on the respondent's demographics. Section B is about customer characteristics of spas in Malaysia while sections C and D questions elaborated more on the dependent and independent variables which were affective attitude, behaviour attitude, cognitive attitude, and intention to visit an indigenous spa that aswas examined in the survey. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement.

### **Data Collection**

The data collection was conducted using an online survey. Google Forms was used to reduce the amount of paper used, as well as the amount of energy expended in manually calculating the data obtained from the cost of using paper, and also makes it easier for people to answer the questions. For example, respondents can answer this question via their phone or laptop and it also allows people to answer the question at home without having to leave the house.

### **Sampling**

The sampling method used in this study was convenience sampling based on Krejcie and Morgan (1970) table. The saturation of the sample size will be reached when the scope of the research question is broader to have more quality results (Vasileiou, Barnett, Thorpe, & Young, 2018). The size of the sample was chosen from the table by Krejcie & Morgan, 1970, where the sample size of a given population can be determined. The total number of people that will be taken to answer this research is a total of 358 people.

### **Data Analysis**

There were four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test analysis, and Pearson correlation analysis. The data obtained was analysed by using SPSS version 27.

## **FINDINGS**

### **Result of Frequency Analysis**

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis Results

<b>Characteristic</b>	<b>Frequenc y</b>	<b>Percentage</b>
<b>Gender</b>		
<b>Male</b>	87	24.4
<b>Female</b>	271	75.7
<b>Age</b>		
<b>17-22</b>	96	26.8
<b>23-27</b>	250	69.8
<b>28-33</b>	5	1.4
<b>34-40</b>	7	2.0
<b>Marital Status</b>		
<b>Married</b>	26	7.3
<b>Single</b>	331	92.5
<b>Divorce</b>	1	0.3
<b>Level of Education</b>		

<b>SPM</b>	20	5.6
<b>Diploma</b>	44	12.3
<b>Degree</b>	292	81.6
<b>Master</b>	1	0.3
<b>PhD</b>	1	0.3
<b>Race</b>		
<b>Malay</b>	324	90.5
<b>Chinese</b>	6	1.7
<b>Indian</b>	19	5.3
<b>Others</b>	9	2.5
<b>Occupation</b>		
<b>Employed</b>	60	16.8
<b>Unemployed</b>	288	80.4
<b>Business owner</b>	10	2.8
<b>Household Income</b>		
<b>Less than RM1000</b>	287	80.2
<b>RM1001-RM3000</b>	54	15.1
<b>RM3001-RM5000</b>	10	2.8
<b>RM5001-RM7000</b>	3	0.8
<b>RM7000 and above</b>	4	1.1
<b>Information sources about spa visited</b>		
<b>Internet</b>	285	79.6
<b>Spa</b>	26	7.3
<b>Flyers/Pamphlet</b>	15	4.2
<b>Television</b>	8	2.2
<b>Newspaper</b>	3	0.8
<b>Words of mouth</b>	22	6.1
<b>Number of times visited a spa in the past</b>		
<b>Never</b>	101	28.2
<b>1-3 times</b>	217	60.6
<b>4-6 times</b>	29	8.1
<b>7-10 times</b>	3	0.8
<b>More than 10</b>	10	2.2
<b>Spa treatment and services used</b>		
<b>Body massage</b>	40	11.2
<b>Sauna</b>	28	7.8
<b>Foot massage</b>	25	7.0
<b>Scrub</b>	18	5.0
<b>Face/head massage</b>	76	21.2
<b>Traditional and Complementary medicine</b>	26	7.3
<b>Missing</b>	145	40.5
<b>Reasons for visiting the spa</b>		
<b>Stress relief/relaxation</b>	107	29.9
<b>Physical health</b>	21	5.9
<b>Beauty services</b>	44	12.3
<b>Anti-aging treatment</b>	5	1.4
<b>Nosiness</b>	2	0.6
<b>Mental health improvement</b>	1	0.3
<b>Lost weight</b>	5	1.4



<b>Other reasons</b>	4	1.1
<b>Missing</b>	169	47.2

The analysis of respondents according to gender shows that out of the 358 respondents, 87 respondents (24.3%) are male while 271 respondents (75.7%) are female. As a result, the authors can conclude that the female sex is more concerned with their health, skin, and appearance, as well as relaxing from any tension, than the male (Merriam, 2011).

The highest number of respondents come from 23-27 years old (69.8%) while respondents aged between 28-33 years old (1.4%) are the lowest. Respondents aged between 23-27 years were more likely to go to the spa compared to other age distributions. Female consumers in this range are more concerned with their health, skin, and appearance, and would like to de-stress their bodies from any stressful situations (Phongvivat & Panadis, 2011).

The distribution of respondents according to their marital status shows that most of them, 331 (92.5%) are single while the least respondent is divorced (1 0.3%). Most of the respondents who answered this study were single; this happened because they prioritize health and personal appearance. Many single consumers can spend time at a spa after work, school, or other activities. They have more free time from their jobs and businesses. Single consumers have a lot of time to reflect on their lives, health, skin, and appearance. However, when compared to married folks, they must care for their husband and children. As a result, this group of customers does not have a lot of time to visit a spa. However, among a group of married and divorced people who also frequent spas, there are few reactions (Phongvivat & Panadis, 2011).

The analysis of respondents in terms of the level of education shows that 292 (81.6%) of the respondents possess bachelor's degrees. This was followed by a Master's and .D.Ph.D. holders that were equal and the lowest. From 358 respondents, 1 (0.3%) is Master holder and 1 (0.3%) is PhD holder. This is because most of the respondents who answered this study were Degree students. After all, the researcher gave the survey via WhatsApp and the respondents who answered were also the same group, namely degree students.

The analysis of respondents' backgrounds according to their race revealed that most of the respondents were Malay. The result shows that 324 (90.5%) of the respondents were Muslims and followed by the least which is 6 (1.7%) of the respondents were Chinese. This is because Malay is more likely to answer this survey question because there are more Malay students in UMK than other races and the majority of the population in Kelantan is Malay.

In terms of occupation, 288 (80.4%) of the respondents are unemployed while 10 (2.8%) of them are business owners. Unemployed respondents answered this survey more because they are UMK students. Spas can help people relax and stay healthy so that they can function effectively at work and in life. As a result, a spa can provide relief to students who are apprehensive and stressed about their university assignments and examinations (Phongvivat & Panadis, 2011).

The analysis of respondents' backgrounds according to their household income revealed that most of the respondents receive less than RM1000. The result shows that 287 (80.2%) of the respondents gain income less than RM1000 while 3 (0.8%) of the respondents gain a household income of RM5001-RM7000.

The distribution of respondents in terms of information sources about spa visits shows the majority of 285 (79.6%) of the respondents get the information from the Internet. The lowest number of respondents getting the information sources from word of mouth was 3 (0.8%).

Getting information from the Internet is the best because most of those who answered this survey are students and they prefer to find information on the Internet because it is easier and saves time. Some media, such as newspapers and television, may have a low level of awareness among primary consumers since advertising costs are higher than those of the Internet, flyers or pamphlets, and other mediums (Phongvivat & Panadis, 2011).

The analysis of respondents according to the number of times they visited a spa in the past shows the highest is 1-3 times. Of 358 respondents, 217 (60.6%) visited a spa 1-3 times in the past. The lowest number of respondents who visited a spa in the past was 7-10 times 3 (0.8%). 1-3 times going to the spa is the most frequent choice because most of those who answered this survey are students and they do not have the time and money to go to the spa often.

The analysis of respondents according to spa treatment and services used shows that the highest is missing data 145 (40.5%). Apart from the missing data, the highest spa treatment and services chosen by the respondents was face or head massage 76 (21.2% and the lowest number of respondents getting spa treatment and services was scrub 18 (5.0%). Consumers are more worried about their skin and looks, as well as wanting to de-stress from any stressful situations (Phongvivat & Panadis, 2011).

Finally, the distribution of respondents in terms of reasons for visiting a spa shows the majority 169 (47.2%) of the respondents were missing data. Out of 358 respondents, 107 respondents (29.9%) chose stress relief or relaxation for visiting a spa and became the second highest selected after missing data. The lowest number of respondents going to the spa was for mental health improvement which was 1 (0.3%). Stress relief or relaxation is chosen because a spa can assist people in soothing and maintaining good health, allowing them to operate properly at work and in person (Phongvivat & Panadis, 2011).

### Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
<b>Cognitive attitude</b>	I think the indigenous-inspired spa has the potential to create significant revenues and profits for the local people.	4.15	0.764
	I think therapy provided in the indigenous-inspired spas is only suitable for Aboriginal people.	3.57	1.200
	I think indigenous spas can grow into well-known spas across the country.	4.18	0.759
	I think the indigenous-inspired spa cannot be considered a luxurious and high-class spa	3.59	1.077
	I think an indigenous-inspired spa has the potential to promote aboriginal cultural engagement.	4.15	0.805
<b>Affective attitude</b>	The Indigenous-inspired spa is attractive.	4.19	0.784

	The Indigenous-inspired spa is imposing.	4.20	0.783
	The Indigenous-inspired spa excites me.	4.09	0.782
	The Indigenous-inspired spa is displeasing	3.39	1.251
	The indigenous-inspired spa is boring	3.27	1.275
<b>Behaviour attitude</b>	Visiting indigenous-inspired spas is an effort to support local culture conservation.	4.23	0.757
	Supporting the indigenous wellness industry is a morally right thing.	4.20	0.819
	I am reluctant to spend the money to get the services of indigenous spa treatments.	3.49	1.209
	Using the indigenous-inspired spa product is something good.	4.13	0.774
	Spending money to receive the services from an Indigenous-inspired spa will make me happy.	4.09	0.768
<b>Intention towards indigenous-inspired spa</b>	I would visit an indigenous-inspired spa in the future	4.15	0.781
	I would encourage people close to me to visit the indigenous-inspired spa.	4.14	0.759
	I do not intend to receive the treatment from an Indigenous-inspired spa	3.29	1.288
	I will never go to an Indigenous-inspired spa someday.	3.19	1.370
	I am interested to use indigenous spa products and services.	4.13	0.832

Table 2 shows the mean and the standard deviation for fifteen statements under three independent variables and five statements under the dependent variables based on the survey involving 358 respondents. The highest mean value for the cognitive attitude was obtained by Question 3 with 4.18, where the respondents agreed that I think indigenous spas can grow into well-known spas across the country. The lowest mean value belongs to Question 2 with 3.57, where the respondents agreed that I think therapy provided in the indigenous-inspired spas is only suitable for Aboriginal people. As for the affective attitude, the highest mean value was obtained by Question 2 with 4.2, where the respondents agreed that The Indigenous-inspired spa is imposing. The lowest mean value was belonging to Question 5 with 3.27, where the respondents were neutral that the indigenous-inspired spa is boring. Meanwhile, the highest mean value for behaviour attitude was obtained by Question 1 with 4.23, where the respondents agreed that visiting indigenous-inspired spas is an effort to support local culture conservation. The lowest mean value belongs to Question 5 with 4.09, where the respondents agreed that Spending money to receive the services from an Indigenous-inspired spa will make them happy. Next, the highest mean value for the dependent variable of intention toward indigenous-inspired spa was obtained by Question 1 with 4.15, where the respondents agreed that I would

visit an indigenous-inspired spa in the future. The lowest mean value belongs to Question 4 with 3.19, where the respondents' neutral that I will never go to an Indigenous-inspired spa someday.

### Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Cognitive attitude	5	0.725
Affective attitude	5	0.614
Behaviour attitude	5	0.641
Intention to visit the indigenous spa	5	0.648

Table 3 shows the result of reliability coefficient alpha based on each independent variable and dependent variable. The first independent variable, cognitive attitude with 5 questions that show the Cronbach's Alpha value of 0.725 which range as acceptable in term of internal consistency, and the Likert-Scale question is considered more reliable.

The second independent variable, affective attitude within 5 questions is used to test the reliability and validity. The Cronbach's Alpha result is 0.614 which ranges as questionable so that the Likert-Scale question is considered as more reliable. The third independent variable, behaviour attitude within 5 questions is used to test the reliability and validity. The Cronbach's Alpha result is 0.641 which range as questionable in term of internal consistency and the coefficient that is obtained in the Likert-Scale question is considered as more reliable.

Lastly in measuring the dependent variable, 5 questions about the intention to visit an indigenous spa were used to test the reliability and validity. The Cronbach's Alpha result is 0.648 which ranges as questionable, and the Likert-Scale question is considered as more reliable.

### Result of Pearson Correlation Analysis

Table 4 below shows the correlation analysis of this research.

Table 4: Pearson Correlation Analysis Result

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant relationship between cognitive attitude and intention visit to the indigenous spa.	0.604	H1 is supported
H2: There is a significant relationship between affective attitude and intention visit to the indigenous spa.	0.724	H2 is supported

H3: There is a significant relationship between behaviour attitude and intention visit to the indigenous spa.	0.672	H3 is supported
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The result has confirmed the theory of cognitive factors such as awareness can influence purchasing intention among consumers. Since people start to be concerned about health and beauty care, then it can trigger the intention to go to an indigenous spa to get the treatment. Besides, some consumers choose environmentally friendly products to save the environment and safer use (Amoako et al., 2020). In addition, cultured trends influence customer intentions towards a product. Cultural trends such as the Eid celebration can lead to drastic changes in consumers' attitudes and intentions in fashion trends and social networking trends. During Eid celebrations, almost all females desire to get spa treatment (Al-Hashimi & AlDhari, 2019). The study also confirmed that culture and religion can necessarily lead to buying intention (Awan, Siddiquei, & Haider, 2015). Especially for Muslims, who are concerned about the use of halal ingredients in a product. Therefore, natural, clean ingredients can influence Muslims' intention to visit the indigenous spa. Therefore, the hypothesis needs to be proved:

H1: There is a significant relationship between cognitive attitude and intention to visit an indigenous spa.

The consumers will measure the level of satisfaction, and create trust and loyalty to a product based on emotions. Consumers' intentions to visit indigenous spas are influenced by their awareness of love and concern for natural product usage. Due to emotional aspects involving love for green places and chemical-free products, most respondents agree to be loyal to visiting indigenous spas (Amoako et al., 2020). This especially happens among foreign tourists who love to experience natural environments such as indigenous therapies, and unique cultural experiences and are also interested in green local products. Moreover, the satisfaction product was able to create trust and influence the ultimate intention to revisit. Satisfied customers are more likely to spend more money on services and are able to influence the intentions of other customers by providing comments and suggestions (Zhao & Vajirakachorn, 2020).

H2: There is a significant relationship between affective attitude and intention to visit an indigenous spa.

The behaviour attitude includes feedback about the company, suggesting the service to other consumers, buying habits with the products, and expressing loyalty. Satisfied consumers at the spa are more likely to return, even if it means paying more for the same treatment. The study found that the quality of services has an impact on customer happiness, which leads to loyalty. Customer loyalty may help retain present customers while also attracting new ones. Besides, Átha Cliath, (2011) proves almost satisfied consumers will revisit spa services in the future. Similarly, Zhao et al., (2020) prove customers' behavior-able influence and encourage other person intention by creating loyalty, giving feedback and suggestions about the product. Therefore, the hypothesis needs to be proved:

H3: There is a significant relationship between behaviour, attitude, and intention to visit an indigenous spa.

## **DISCUSSION AND RECOMMENDATION**

The discussion of the research is to determine the relationship between cognitive, affective, and behaviour attitudes that influence the intention to visit an indigenous spa among the community in Kelantan. The result shows that there is a significant relationship between cognitive attitude, affective attitude, and behaviour attitude toward the intention to visit the indigenous spa. Correspondingly, the previous research shows there is a connection between affective attitude, behaviour attitude, and cognitive attitude to visit the indigenous spa.

In addition, the affective attitude has the strongest correlation compared to behaviour attitude and cognitive attitude based on the values of Pearson Correlation, which is followed by behaviour attitude and the least cognitive attitude, represented by the correlation ( $0.724 > 0.672 > 0.604$ ).

The study puts forward a recommendation to change existing data collection methods to the qualitative method. Future researchers can not only use questionnaires to collect data, but they can also use the qualitative method where future studies can use telephone surveys and face-to-face interviews. Specifically, face-to-face interviews or by telephone can reveal the behavior of the respondents clearly through the questions asked. Therefore, it provides more honest, stable, and efficient information for research in finding out the impact of attitude on intention to visit indigenous spa products and services.

In addition, future researchers may be able to collect data by expanding the study area from all areas rather than just focusing on students. This is because future research can collect data more widely across all areas to gather facts and check them efficiently. The data collected will also be more accurate to find out the effect of attitudes on intentions to visit aboriginal spa products and services.

Then, future researchers can also reproduce the journal. For this study, it used a familiar journal by comparing the results from the West Country. Therefore, there may be some cultural differences between western and eastern students. Moreover, the population of different countries has different views and may lead to bias. To help increase reading resources, future researchers can search for journals in public libraries in addition to searching for journals on Google Scholar and my Athens to find more information from abroad about the impact of attitude on intention to visit indigenous spa products and services.

## **CONCLUSION**

The major goal of this study was to see how perceptions affect visitors' intentions to use indigenous spas' goods and services. Affective attitudes, behaviour attitudes, cognitive attitudes (independent variables), and intention to visit indigenous spas are influencing factors (dependent variables) examined in the study. As stated, 358 sets of questionnaires were sent to 358 respondents in Kota Bharu, Kelantan, and all of them were valid. In addition, findings from the questionnaire survey are analysed using descriptive and inferential analysis. Statistical Package for the Social Sciences was used to analyse the data acquired from the questionnaire (SPSS).

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