

Validating the Measuring Instrument for Determinants of Tourist's Preferences toward Revisit Intention: A Study of Genting Highland

Nik Alif Amri Nik Hashim, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan.

Zaimatul Awang, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan.

Abdullah Muhamed Yusoff, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan.

Fauzan Hafiz Muhammad Safri, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan.

Boyd Sun Fatt, Faculty of Hotel & Tourism Management, Universiti Teknologi MARA Sabah.

Sathish Kumar Velayuthan, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan.

Hazzyati Hashim, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan.

Selvi Novianti, Bandung Tourism Higher Institution, Indonesia.

Abstract--- Numerous studies on tourist travel preferences have been done in a different context which leads to tourist behavioural intention in an organisation. However, limited attention has been paid on the study of domestic tourist preferences and travel intention to visit specifically on visiting Genting Highland in Malaysia when the redevelopment work was in the progression. Therefore, by utilizing the quantitative strategy, the objective of this research is to determine the reliability and validity of the instrument utilized in estimating the determinant of tourist inclinations and tendencies, which may influence tourists' potential plans to travel to the Genting Highlands amusement park. The data comprised a 100-sample, which were analysed by utilizing version 25, statistical software IBM SPSS. Prior to that, expert assessment was made to form the basis of the examination of reliability, data normality, and content and face validity. The outcome demonstrates that the instruments used for measuring in this research are reliable, and the rational normality of the data is proven. In sum, the results of this research have given support as a whole to the suggested measuring instrument for further study.

Keywords--- Destination Image, Safety and Security, Service Quality Revisit Intention, Genting Highland.

I. Introduction

Tourism has become an increasingly important industry in Malaysia. The contribution of tourism to the Malaysian economy in 2019 was about RM86.1 billion, thus making the tourism sector a main economic contributor to the country (Tourism Malaysia, 2019). Every state in Malaysia offers wide-ranging and unique tourism products which will contribute the revenue for Malaysia. One of the tourism destinations that contributed to the revenue of the country is Genting Highland. Genting Highlands is a popular destination for a short weekend break to escape from the hot weather. The outdoor theme park was used to be the Genting Highland's biggest family attraction. It offers numerous recreational activities to the tourists in a cooling environment at the mountain slopes. Moreover, the tourist could ride up over 50 types of riding facilities, comprise of carousels roller coasters, ferries wheels, swings, trains, cars and ships that tumble through the air, barrel down water channels or crawl slowly along a steel track. Visitors can ride around on the paddle boats, and soaking in a view of the colourful surroundings at the theme park in Genting Highlands. On 1st September 2013, an RM5 billion project was announced by Genting Malaysia Berhad (GENM), called Genting Integrated Tourism Plan (GITP), wherein a small portion of RM1 billion was allocated for Twentieth Century Fox World and suggested the set-up of Genting Highlands Premium Outlets.

This undertaking involves a massive master plan which spans a whole decade for ground-breaking expansion, development, and renovation as well as enhancement of the infrastructure at Resorts World Genting (RWG), which includes the theme park and hotels. The GITP will bring about tremendous changes in Genting Highland's physical premises and the public's perception in ushering in the arrival of the next step for the travel industry and the integrated resort business in Malaysia. Despite resulting in huge physical and image changes of Genting Highland,

one of the problems that arise towards Genting Highlands was a drastic decline of the group profit in the following year as the outdoor theme park closed for redevelopment work. Genting Malaysia had also announced their financial result for year-end 2014 and the result shows that there is a deficit of 3 per cent in total revenue from RM 2,120.1 million in the ended of 2013 to RM 2,057.9 million ends of 2014. In addition, the result also indicates that there is a decline of 2 per cent in the revenue of Malaysian leisure and hospitality business due to descend hold percentage within premium players business (Genting Malaysia Berhad [GENM], 2015). In fact, the number of tourist arrivals was also affected by the redevelopment works GITP, RWG core business continues to stay resistant. Therefore, after examining these concerns, the importance of understanding tourists' inclinations in terms of their intention to make a return visit to Genting Highlands becomes very clear, especially after the implementation of the GITP. Different variables have been introduced and applied by researchers and marketers in order to understand how tourist's preferences contribute to behavioural intentions in the tourism industry (Sanchez, Callarisa, Rodriguez & Moliner, 2016; Bojanic, 1996).

Hence, this study endeavors to analyse the validity and reliability of the planned scale of measurement, and the ways in which it may influence the inclination of tourists to make a returning visit to Genting Highlands after the GITP is implemented by leading a pilot study. The main objectives here are reliability and validity, which is to make certain that no problems will arise which could result in the failure of the main research project.

II. Research Methodology

Instrumentation and Measurement of Variables

For the purpose of this pilot study, a questionnaire comprising six parts to be answered by tourists was created. Section 1 of the questionnaire was concerned with the tourist's impression of the destination. In section 2, the questions were related to the destination's changes in climate. Section 3 was asked about safety and security concern provided in Genting Highland while section 4 was asked about service quality provided by Genting Highland. Next, section 5 was asked questions related with tourist intention toward the Genting Highland. Finally, the questions in section 6 covered the subject of demographics. For the purpose of this study, the instruments were adapted and adopted from prior research, such as (Ayob & Masroni, 2014; Adam, 2015; Sharipour, Walters & Ritchie, 2014). Five-point Likert scales was employed for these items, ranging from (1= very strongly disagree to 5=very strongly agree).

Table 1: Instrumentation for the Study

Section	Variables	No of Items	Sources
1	Destination Image	5	Hashim, Ritchie & Tkaczynski, (2018) Zain, Zahari & Hanafiah (2018) Puh (2014)
2	Climate Condition	5	Hoogendoorn & Fitchett, (2016)
3	Safety and Security	7	Nik Hashim, Yusoff, Awang, Aziz, Ramlee, Bakar, Noor, & Fatt (2019). Hashim, Ramlee, Yusoff, Naw, Awang, Zainuddin, Abdullah, Ahmad, Rahim, & Fatt, (2019).
4	Service Quality	6	Țițu, Răulea, & Țițu (2016).
5	Revisit Intention	4	Sharipour, Walters & Ritchie (2014) Hashim, Zulkiffli, Aziz, Naw, Awang, Muhammad, & Yusoff, (2020).
6	Demographic	5	-

Data Distribution

In order to prevent statistical errors which may cause an invalid outcome, the normality of the data must be tested. Das & Imon (2016) construed normal data to mean data that is able to signify symmetrical distribution when the sample is taken. In this research, the kurtosis and skewness tests both resulted in a positive number, indicating that the data are leptokurtic (peaked and somewhat right skewed) in comparison to a normal distribution (Std. Error), with 0.405 for skewness and 0.785 for kurtosis. There was an indication of a ± 1.96 limit for both numbers, meaning that there was normal distribution of all combinations of constructs, and that the divergence from normality was not that excessive.

Data Analysis

Data in this study were analyzed using IBM SPSS version 25 software by examining the Cronbach alpha values. IBM SPSS is an appropriate software used in this study as it provides flexibility to manage and solve simple and complex problems. Therefore, it is useful for researchers to perform reliability analysis in this study using this software. The details of the Cronbach alpha values are listed in table 4 above.

III. Conceptual Framework

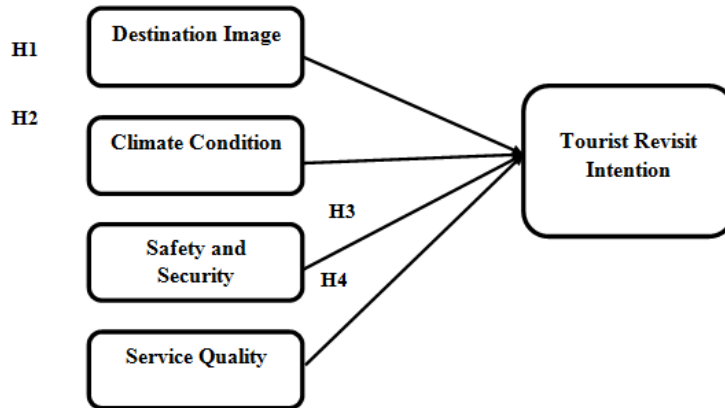


Figure 1: A conceptual framework

IV. Research Findings

Demographic Profile

The demographic profiles of the respondents are demonstrated in Table 2. There are about 39 female respondents and 61 male respondents. The highest percentage of respondents was income between RM 2001 - RM 3000 representing 35% in this group. The lowest income group, with a total income of less than RM 1000, was 12 respondents. In terms of nationality, the majority of the respondents were Malaysian citizens with a total of 75 while Non-Malaysian represented 25. In terms of age, the majority of respondents were between 21-30 years old, representing a total of 42 respondents. Those over the age of 50 are the lowest respondents representing 4%. Bachelor degree students hold the highest rating, and they represent 60% while primary school graduates represent the lowest 2%.

Table 2: Demographic Profile

Variables	Frequency	Percentage (%)
Gender		
Male	61	61
Female	39	39
Income		
< RM 1000	12	12
RM 1001 – RM 2000	25	25
RM 2001 – RM 3000	35	35
RM 3001 – RM 4000	11	11
> RM 4000	17	17
Nationality		
Malaysian	75	75
Non-Malaysian	25	25
Age		
Under 21 years old	6	6
21-30 years old	42	42
31-40 years old	40	40
41-50 years old	8	8
50 and above	4	4
Educational		
Primary	2	2
Secondary	6	6
Diploma	17	17
Bachelor	60	60
Master	15	15
Total	100	100%

Reliability and Validity

Before carrying out the actual data collection process for this research, the validity and reliability tests were conducted first. In improving the reliability, the researcher was followed the four criteria which is: (a) configuring all constructs, (b) improving measurement levels, (c) using some indicators, and (d) conducting pilot studies. As stated by Sekaran & Bougie (2017) and following their rule of thumb in table 3, reliability is considered to be poor if it is less than 0.6, good if it is at 0.70, and very good if it is more than 0.8. Scores of under 0.70 were either removed or separated. The researcher also took extra care in ensuring that the scale’s validity content would be utilised. Therefore, academicians from a number of Universities were requested to study the validity content. The outcome of the pilot research is shown in Table 4. The data illustrates a standard of high reliability for all the measures, spanning the subjects of Destination Image (0.863), Climate Change (0.921), Safety and Security (0.931), Service Quality (0.789) and Revisit Intention (0.955), all of which represented a high internal stability. A coefficient of 0.60 or more is considered to have an average reliability in an instrument (Sekaran & Bougie, 2017). In short, the questionnaire may be applied as official questions in an actual research in the future.

Table 3: The Rule of Thumb for Reliability Score

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9>	Excellent

Sekaran & Bougie (2017)

Table 4: Result of Pilot Study

Determinants of Tourist Intention To Visit Genting Highland	
Section 1: Destination Image	
Alpha Coefficient	0.863
Number of items	5
Section 2: Climate Change	
Alpha Coefficient	0.921
Number of items	5
Section 3: Safety and Security	
Alpha Coefficient	0.931
Number of items	7
Section 4: Service Quality	
Alpha Coefficient	0.789
Number of items	6
Section 5: Revisit Intention	
Alpha Coefficient	0.955
Number of items	4
Section 6: Demographic Profile	
Number of items	5

V. Conclusion

This pilot research’s primary objective is to determine the reliability and validity of the measuring instruments which are specifically designed to evaluate tourists’ inclinations towards their intention to come back to Genting Highlands for a returning visit after the GITP’s prior to the conduct of the actual investigation. In addition, the face validity and content of the questionnaire was pre-tested by an assessment conducted by and expert point of view. The reliability test demonstrated that all of the items are reliable, with a Cronbach’s Alpha score of more than 0.7, thus indicating that removal of a given item was unnecessary. The kurtosis and skewness as part of the normality test also illustrated that the data is rationally normal, thus proving the feasibility of the study protocol. In sum, a thorough analysis of the questionnaire’s construct validity and reliability measures has resulted in its validation. It is expected that more than 400 tourists will provide data for the actual research, and thus enable the researchers to gain some insight on tourist inclination and their behavioural intentions, specifically with regard to visiting Genting

Highlands. It is foreseen that the outcome of this research will add to the existing knowledge of the related fields, and will set the standard for more potential research.

Acknowledgement

We would like to thank the authors and respondents for their time and commitment to this study. Also, a special thanks to the Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan and Faculty of Hotel and Tourism Management, Universiti Teknologi MARA as well as Bandung Tourism Higher Institution, Indonesia for encouraging us to publish this article.

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