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**THE EXTENDED THEORY OF PLANNED
BEHAVIOUR: FACTORS INFLUENCING
TOURISTS' REVISIT INTENTION TO
LAGUNA REDANG ISLAND RESORT**

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UNIVERSITI MALAYSIA TERENGGANU**

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**Thesis Submitted in Fulfilment of the Requirements for the Degree of Masters of
Science in the Faculty of Business, Economics and Social Development
Universiti Malaysia Terengganu**

2023

DEDICATION

This thesis is dedicated:

To my inspiring mother – Puan Munirah Binti Abdullah

To my beloved father – Encik Rosli bin Abdul Ghani

To my lovely son – Thaqif Mateen Bin Mohamad Tahrir

To my beloved siblings

*Special thanks to my dearest supervisors, Dr. Zaliha Zainuddin and Professor Dr.
Yusliza Mohd Yusoff who made this thesis happen.*

Thank you very much.

Only Allah s.w.t can pay for all the kindness you have shared with me.

Abstract of thesis presented to the Senate of Universiti Malaysia Terengganu in
fulfilment of the requirements for the degree of Master of Science

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2022

Main Supervisor : Zaliha Binti Zainuddin, Ph.D.
Co-Supervisor : Professor Yusliza Binti Mohd Yusoff, Ph.D.
**Faculty : Faculty of Business, Economics and Social
Development**

The tourism sector in Malaysia recorded its highest revenues in 2018 and 2019, contributing approximately RM 86.1 billion to the economy in 2019. The massive profitability from this business and the success of destination marketing are the results of the repeat visit behaviour. Although revisit intention has been extensively investigated in tourism literature, related studies involving coastal tourism remain scarce. Thus, the current work aimed to develop a comprehensive theoretical framework for understanding tourists' revisit intention in the context of local and international tourists to Laguna Redang Island Resort (Laguna). Using the Theory of Planned Behaviour (TPB) to explain and predict behaviour, this study examined the influence of attitude, subjective norms, and perceived behavioural control (PBC), and further extended the theory by examining the influence of additional independent variables, such as service quality and destination images, on tourists' revisit intention to the coastal destination. Domestic and international tourists who stayed at Laguna formed the population of the study. During the data collection, which was conducted from October 8 to November 2, 2021, 500 self-administered questionnaires were distributed, of which 477 were valid for analysis. The data were analysed using Smart Partial Least Square Structural Equation Modelling (PLS-SEM) software, and the results showed that attitude, subjective norms, PBC, and destination images have a direct influence on tourists' revisit intention, while service quality has a negative influence on tourists' revisit intention. To the best of the researcher's knowledge, this

study is the first to implement the TPB model in the context of the tourism industry in Malaysia, particularly the coastal tourism. The data were then used to explore the theoretical and practical implications. Limitations of the study and recommendations for future research are also discussed.

Abstrak tesis yang dikemukakan kepada Senat Universiti Malaysia Terengganu
sebagai memenuhi keperluan untuk Ijazah Sarjana Sains

**TEORI LANJUTAN TINGKAH LAKU TERANCANG: FAKTOR-FAKTOR
YANG MEMPENGARUHI HAJAT PELANCONG UNTUK MELAWAT
SEMULA KE LAGUNA REDANG**

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Sektor pelancongan di Malaysia mencatatkan pendapatan tertinggi pada tahun 2018 dan 2019, sekaligus menyumbang kira-kira RM86.1billion kepada ekonomi negara pada 2019. Keuntungan besar daripada perniagaan berasaskan pelancongan dan kejayaan pemasaran destinasi adalah hasil daripada tingkah laku lawatan semula. Walaupun hajat lawatan semula dikaji secara meluas dalam literatur pelancongan, kajian yang melibatkan pelancongan pantai masih kurang. Oleh itu, kajian ini bertujuan untuk membangunkan rangka kerja teori yang komprehensif untuk memahami hajat lawatan semula pelancong dalam konteks pelancong tempatan dan antarabangsa ke Laguna Redang Island Resort (Laguna). Menggunakan Teori Tingkah Laku Terancang (TPB) untuk menjelaskan dan meramalkan tingkah laku, kajian ini mengkaji pengaruh sikap, amalan subjektif, dan tanggapan kawalan tingkah laku (PBC), dan melanjutkan teori dengan mengkaji pengaruh pembolehubah tambahan, seperti kualiti perkhidmatan dan imej destinasi, terhadap hajat lawatan semula pelancong ke destinasi pantai tersebut, Pelancong domestik dan antarabangsa yang tinggal di Laguna membentuk populasi kajian. Semasa pengumpulan data yang dijalankan dari 8 Oktober hingga 2 November 2021, 500 soal selidik untuk diisi sendiri oleh responden telah diedarkan, yang mana 477 daripadanya boleh digunakan untuk analisa. Data dianalisis menggunakan perisian *Smart Partial Least Square Structural Equation Modelling (PLS-SEM)*, dan hasil menunjukkan bahawa sikap, amalan subjektif, PBC, dan imej destinasi mempunyai pengaruh langsung terhadap hajat

lawatan semula pelancong, manakala kualiti perkhidmatan mempunyai pengaruh negatif terhadap lawatan semula pelancong. Sepanjang pengetahuan penyelidik, kajian ini merupakan kajian pertama yang melaksanakan model TPB dalam konteks industry pelancongan di Malaysia khususnya pelancongan pantai. Data kemudiannya digunakan untuk meneroka implikasi teori dan praktikal. Batasan kajian dan cadangan untuk kajian masa depan juga dibincangkan.

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I thank you all.

APPROVALS

I certify that an Examination Committee has met on 17th November 2022 to conduct the final examination of Nur Akmal Binti Rosli, on her Master of Science thesis entitled “**The extended theory of planned behaviour: Factors influencing tourists’ revisit intention to Laguna Redang Island Resort**” in accordance with the regulations approved by the Senate of Universiti Malaysia Terengganu. The Committee recommends that the candidate be awarded the relevant degree. The members of the Examination Committee are as follows:

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DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UMT or other institutions.

NUR AKMAL BINTI ROSLI

Date:

TABLE OF CONTENTS

| | Page |
|--|-------------|
| DEDICATION | ii |
| ABSTRACT | iii |
| ABSTRAK | v |
| ACKNOWLEDGEMENTS | vii |
| APPROVALS | viii |
| DECLARATION | x |
| LIST OF TABLES | xiv |
| LIST OF FIGURES | xv |
| LIST OF ABBREVIATIONS | xvi |
| LIST OF APPENDICES | xviii |
| CHAPTER | |
| 1 INTRODUCTION | 1 |
| 1.1 Introduction | 1 |
| 1.2 Background of Study | 1 |
| 1.3 Problem Statement | 3 |
| 1.4 Research Objectives | 9 |
| 1.5 Research Questions | 10 |
| 1.6 Significance of Study | 10 |
| 1.6.1 Theoretical Significance | 10 |
| 1.6.2 Practical Significance | 13 |
| 1.7 Definitions of Key Terms | 15 |
| 1.8 Organization of Chapters | 16 |
| 2 LITERATURE REVIEW | 18 |
| 2.1 Introduction | 18 |
| 2.2 Tourism Industry | 19 |
| 2.2.1 Coastal Tourism | 21 |
| 2.2.2 Redang Island, Terengganu | 24 |
| 2.3 Overview of The Theoretical Underpinning | 29 |
| 2.3.1 Theory of Planned Behavioural (TPB) | 29 |
| 2.4 Variables of The Study | 33 |
| 2.4.1 Tourists' Revisit Intention | 33 |
| 2.4.2 Perceived Behavioural Control (PBC) | 36 |
| 2.4.3 Attitude | 37 |
| 2.4.4 Subjective Norms | 38 |
| 2.4.5 Service Quality | 39 |
| 2.4.6 Destination Image | 41 |
| 2.5 Literature Gap | 42 |
| 2.6 Proposed Framework and Conceptual Overview | 45 |
| 2.7 Hypotheses Development | 45 |
| 2.7.1 Relationship of Attitude and Tourists' Revisit Intention | 44 |
| 2.7.2 Relationship of Subjective Norms and Tourists' Revisit Intention | 46 |

| | |
|---|-----------|
| 2.7.3 Relationship of PBC and Tourists' Revisit Intention | 47 |
| 2.7.4 Relationship of Service Quality and Tourists' Revisit Intention | 48 |
| 2.7.5 Relationship of Destination Image and Tourists' Revisit Intention | 49 |
| 2.7.6 Moderating Effect of PBC | 49 |
| 2.8 Chapter Summary | 51 |
| 3 METHODOLOGY | 52 |
| 3.1 Introduction | 52 |
| 3.2 Research Paradigm | 52 |
| 3.3 Research Design | 54 |
| 3.4 Research Process | 54 |
| 3.5 Population | 56 |
| 3.6 Unit of Analysis | 56 |
| 3.7 Sampling Design | 56 |
| 3.8 Sample Size Determination | 57 |
| 3.9 Data Collection Procedures | 58 |
| 3.10 Scale Development | 59 |
| 3.11 Data Collection Method | 59 |
| 3.11.1 Questionnaire Design | 60 |
| 3.11.2 Measurements | 60 |
| 3.11.3 Structure of the Questionnaire | 65 |
| 3.12 Questionnaire Translation | 66 |
| 3.13 Pilot Test | 66 |
| 3.14 Data Analysis Method | 67 |
| 3.14.1 Statistical Package for Social Science (SPSS) | 68 |
| 3.14.2 Structural Equation Modelling (SEM) | 68 |
| 3.14.3 Measurement of Model Assessment | 69 |
| 3.14.4 Measurement of Structural Model | 72 |
| 3.14.5 Moderation Analysis | 74 |
| 3.15 Ethical Considerations | 75 |
| 3.16 Chapter Summary | 75 |
| 4 RESULTS | 76 |
| 4.1 Introduction | 76 |
| 4.2 Preliminary Data Analysis | 77 |
| 4.2.1 Data Editing and Coding | 77 |
| 4.2.2 Data Cleaning | 78 |
| 4.2.3 Data Screening | 78 |
| 4.3 Normality | 80 |
| 4.4 Common Method Bias | 80 |
| 4.5 Survey Response | 81 |
| 4.6 Descriptive Analysis | 82 |
| 4.6.1 Demographic Profile of Respondents | 82 |
| 4.7 Assessment of Measurement Model | 84 |
| 4.7.1 Construct Validity and Reliability | 84 |
| 4.7.2 Discriminant Validity | 86 |
| 4.8 Assessment of Structural Model | 86 |
| 4.8.1 Collinearity Issues in Structural Model | 87 |

| | |
|--|------------|
| 4.8.2 Assessment of the Effect Size (f^2) | 89 |
| 4.9 PLS Predict | 89 |
| 4.10 Summary of Hypotheses Testing | 90 |
| 4.11 Chapter Summary | 91 |
| 5 DISCUSSION AND CONCLUSION | 92 |
| 5.1 Introduction | 92 |
| 5.2 Recapitulation of The Study | 92 |
| 5.3 Discussion of The Findings | 93 |
| 5.3.1 Relationship between Attitude and tourists' revisit intention | 93 |
| 5.3.2 Relationship between Subjective Norms and Tourists' Revisit Intention | 95 |
| 5.3.3 Relationship between PBC and Tourists' Revisit Intention | 96 |
| 5.3.4 Relationship between Service Quality and Tourists' Revisit Intention | 96 |
| 5.3.5 Relationship between Destination Image and Tourists' Revisit Intention | 98 |
| 5.3.6 The Moderating Effect of PBC on Attitude and Subjective Norms in Relation with Tourists' Revisit Intention | 99 |
| 5.4 Research Implication | 100 |
| 5.4.1 Theoretical Implications | 100 |
| 5.4.2 Practical Implications | 102 |
| 5.5 Study Limitation | 105 |
| 5.6 Recommendation for Future Research | 106 |
| 5.7 Chapter Summary | 107 |
| REFERENCES | 109 |
| APPENDICES | 145 |
| BIODATA OF AUTHOR | 173 |

LIST OF TABLES

| Table | | Page |
|-------|---|------|
| 1.1 | Economic stimulus package to boost Malaysian tourism. | 5 |
| 3.1 | Scale Development | 59 |
| 3.2 | Measurement Items for Tourists' Revisit Intentions | 61 |
| 3.3 | Measurement Items for PBC | 61 |
| 3.4 | Measurement Items for Attitude | 61 |
| 3.5 | Measurement Items for Subjective Norms | 62 |
| 3.6 | Measurement Items for Service Quality | 62 |
| 3.7 | Measurement Items for Destination Image | 64 |
| 3.8 | The Value of Cronbach's Alpha of Previous and Current Study | 71 |
| 4.1 | Multivariate outlier detection | 80 |
| 4.2 | Full Collinearity Testing | 81 |
| 4.3 | Demographic Profile of Respondents | 82 |
| 4.4 | Measurement Model | 84 |
| 4.5 | Discriminant Validity (HTMT) | 86 |
| 4.6 | Structural Model Assessment | 88 |
| 4.7 | PLS-Predict | 90 |
| 4.8 | Summary of Hypotheses Testing | 90 |

LIST OF FIGURES

| Figure | | Page |
|--------|---|------|
| 1.1 | Number of tourists visiting Laguna Redang Island Resort from 2018 to 2021 | 7 |
| 2.1 | Malaysia's Visitors Arrivals, from 2017-2021 | 20 |
| 2.2 | Map of Terengganu | 24 |
| 2.3 | The number of tourists visited Terengganu and Pulau Redang | 25 |
| 2.4 | Redang Island | 26 |
| 2.5 | Reviews of Laguna Redang Island Resort from real guests | 28 |
| 2.6 | Theory of Planned Behaviour | 32 |
| 2.7 | Theoretical Framework | 45 |
| 3.1 | Data Collection Procedures | 58 |
| 3.2 | Moderation Relationship | 74 |

LIST OF ABBREVIATIONS

| | |
|--------|----------------------------------|
| % | Percentage |
| < | Less than |
| > | More than |
| \leq | Less than or equal to |
| \geq | Greater than or equal to |
| AVE | Average Variance Extracted |
| BNM | Bank Negara Malaysia |
| CMB | Common Method Bias |
| CMCO | Movement Control Oder |
| CR | Composite Reliability |
| EM | Estimation Maximisation |
| EPF | Employees Provident Fund |
| F&B | Food and beverage |
| f^2 | Effect Size |
| GDP | Gross Domestic Product |
| HRDF | Human Resource Development Fund |
| HTMT | Heterotrait Monotrait |
| Laguna | Laguna Redang Island Resort |
| MAHB | Malaysia Airport Holdings Berhad |
| MCO | Movement Control Order |
| MOTAC | Ministry of Tourism and Culture |
| PBC | Perceived Behavioural Control |
| PLS | Partial Least Square |
| R^2 | Coefficient of Determination |

| | |
|--------|--|
| SEM | Structural Equation Modelling |
| SOPs | Standard Operating Procedures |
| SPSS | Statistical Package for Social Science |
| TPB | Theory of Planned Behaviour |
| TRA | Theory of Reasoned Action |
| VM2020 | Visit Malaysia 2020 |
| WOM | Word-of-Mouth |

LIST OF APPENDICES

| Appendix | | Page |
|----------|---|------|
| 1 | Sample Size – G*Power | 145 |
| 2 | Cover Letter and Questionnaires | 146 |
| 3 | Appointment Letter as a Translator | 157 |
| 4 | Reliability of Pilot Test | 158 |
| 5 | Missing Data | 159 |
| 6 | Normality (Mardia’s Multivariate Skewness and Kurtosis) | 161 |
| 7 | Descriptive Analysis | 162 |
| 8 | Measurement Model (Outer Loadings) | 166 |
| 9 | Measurement Model (Construct Reliability and Validity) | 168 |
| 10 | Heterotrait Monotrait | 169 |
| 11 | R ² value (without interaction) | 170 |
| 12 | R ² value (with interaction) | 171 |
| 13 | PLS-Predict | 172 |

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter highlights the general idea of the study by elaborating on the significant role of tourism industry in developing the country's socio-economic perspective through increasing employment and generating national revenue. The following section focusses on the case study at Laguna Redang Island Resort (Laguna) by addressing the problems in this study. The negative influence of COVID-19 towards tourism industry is also discussed. Next, the research aims, and research questions are stated, as well as the significance of the current work. This chapter also provide the definitions of important concepts used in the research. Lastly, the final section describes the layout of this dissertation.

1.2 Background of Study

In the Southeast Asian Nations region, Malaysia is considered as one of the most famous travel destinations (Abbasi, Kumaravelu, Goh & Dara Singh, 2021; Al-Mulali, Gholipour & Al-hajj, 2019). The friendliness of multicultural and multi-ethnic locals, unique geographical locations, a year-round tropical climate, interesting culture, and rich history are some of the reasons why tourists choose to visit this beautiful country (Abbasi et al., 2020; Yap, Ahmad & Zhu, 2018). On top of that societal, cultural, and

monetary factors encourage tourists to travel to Malaysia for leisure or business purposes (Arshad, Iqbal & Shahbaz, 2018). Seeing as the unique culture and heritage of this country is highly appealing to both foreign and local tourists, more emphasis is given by the government on high-class historical destinations and cultural landmarks to boost the tourism sector (Al-Mulali et al., 2019). Realizing the importance of this industry in transforming Malaysia into a high-income nation by 2020, tourism industry has been recognised as one of the National Key Economic Areas in the Government Change Programme (Jansri, Hussein & Loo, 2020).

Other than the mesmerising scenery and well-preserve heritage, tourists are attracted to travel to Malaysia because of the warm hospitality and tremendous facilities provided (Karim, Haque, Anis & Ulfy, 2020) such as sophisticated airlines, hotels, charming traditional guesthouses, and casinos (Goffi, Masiero & Pencarelli, 2021). The provision of these convenient facilities is important to ensure that tourists have a memorable experience during their stay (Tajeddini, Rasoolimanesh, Chathurika Gamage & Martin, 2021), form a positive destination image, and consequently, this will influence their revisit intention (Cho, Joo & Woosnam, 2020). Seen as a post-consumption behaviour, tourists' revisit intention is defined as tourists' tendency to come back to a certain destination at another time (Hamid, Mohamad & Suki, 2021; Rousta & Jamshidi, 2020). This is mainly due to the fact that repeated visits from tourists may cut costs of promotion and marketing (Abbasi et al., 2020; Loi, So, Lo & Fong, 2017). Since repeat visitation contributes to the development of tourism marketing operations (Chang, Chen, Chen & Tseng, 2019) and results in more economic benefits than attracting for new tourists (Cham, Lim, Sia, Cheah & Ting, 2021), revisit intention has become the main objective for the industry players (Chan et al., 2021). Moreover, in light of the significance of tourists' revisit intention, this topic has gained the attention of academicians and practitioners in expanding travel and tourism literature (An, Suh & Eck, 2021; Hasan, Abdullah, Islam & Neela, 2020).

In order to predict behavioural intentions, Theory of Planned Behaviour (TPB) has been widely used as a conceptual framework in understanding the human behaviour and decision (Ajzen, 1991, 2002; Hasan, Biswas, Roy, Akter & Kuri, 2020; Soliman, 2019). Although revisit intention has been extensively studied in tourism literature

(Abbasi et al., 2020; Chan et al., 2021; Han, Kim, Lee & Kim, 2019; Meng & Cui, 2020; Škorić, Mikulić & Barišić, 2021; Tajeddini et al., 2021), however related studies regarding coastal tourism is still limited (Girish & Park, 2020; Hasan, Abdullah, Lew & Islam, 2019). Numerous studies have discovered a variety of indicators of tourists' intention to revisit (Wardi & Trinanda, 2022), hence the current work aims to examine the influence of attitude, subjective norms, perceived behavioural control (PBC), service quality, and destination image on tourists' revisit intention to coastal tourism destinations. All included variables are considered could influence the intention of revisit the destination.

1.3 Problem Statement

Towards the end of 2019, the world was shocked by the emergence of a novel coronavirus which was reported to be originated from Wuhan, China and continued to spread all across the globe (Shah et al., 2020; Zhu, Wei & Niu, 2020). Since then, over 200 countries have reported confirmed COVID-19 cases (Chakraborty & Maity, 2020). The impact of COVID-19 on the world economy as a whole has been devastating (Shah et al., 2020) and the tourism sector was severely impacted by the pandemic (Wardi & Trinanda, 2022) which has brought to a grinding halt throughout the world (Adams, Cheo, Mostafanezhad & Phi, 2021). Based on the findings of Abbas, Mubeen, Iorember, Raza and Mamirkulova, (2021) the travel and tourism sector, which is a significant contributor to the service industry, has experienced a sharp decline as a result of the most terrifying news of the pandemics.

To control the spread of the deadly infectious disease, all global destinations have executed travel-related restrictions, almost half of destinations have closed the border either partially or completely, and international flights have been put on hold in 30% of destinations (Gu, Onggo, Kunc & Bayer, 2021). In fact, the international tourist arrivals have continued to decline by nearly 94% because of the persisting travel restrictions (Chin, 2022). These precaution measures, while necessary, have severely affected every sector (Altig et al., 2020). Due to the uncertainty created by the pandemic, businesses are increasingly faced with difficulties to operate (Chin, 2022).

In majority of disastrous events, individuals, communities, and organisations are largely affected, and subsequently affecting tourism activities. Not only we can see the consequences of a disaster at a destination country, but also the indirect impact for travel to and from the area involved (Rosselló, Becken & Santana-Gallego, 2020). As a result, travellers choose to postpone their trips in order to comply with international government policies aimed at halting and sustaining the global COVID-19 pandemic, consequently the number of tourists has significantly decreased as people avoid travelling (Wardi & Trinanda, 2022).

In all Asian destinations, COVID19-related restrictions have been in place since January 2020 and as in Malaysia, hotel, aviation and travel industries have incurred lost about 5.6 billion revenue (Hamid, Hashim, Shukur & Marmaya, 2021). The booming cases of COVID-19 resulted in the cancellation of many tours, which caused a huge drop in the number of tourists to Malaysia (Foo, Chin, Tan & Phuah, 2020). In fact, tourism and hospitality industries are the most affected as it is extremely sensitive to crises (e.g. terrorist attacks, natural disasters, and outbreaks of diseases) (Hamid et al., 2021; Hanafiah, Balasingam, Nair, Jamaluddin & Zahari, 2021), indicating the direct and indirect economic consequences damages associated with COVID-19 (Hamid et al., 2021). Therefore, the tourism practitioners and policymakers are still trying to gather insight on the ongoing crisis which will pose great challenges on the tourism sector (Škare, Soriano & Porada-Rochoń, 2021). At the end of February 2020, the former Prime Minister of Malaysia, claimed RM20.0 billion financial stimulus package was planned to be distributed for the purpose of lessening the impact of COVID-19, improving people-based economic growth, and encouraging quality investments (Shah, Lei, Hussain & Mariam, 2020). Additionally on March 24, 2020, together with the government, Bank Negara Malaysia (BNM) has made a tremendous effort to diminish the financial effect caused by COVID-19 by offering a “postponement of bank loans payment except for credit card debts” (Isamail, Ya'acob, Sulaiman, Aziz, Mohd Daud & Zakaria, 2021; Shah et al., 2020). Besides, to offset the massive decline in incomes, tourism front-liners have been offered a “one-off payment of RM600 and RM500, and digital vouchers valued up to RM100 per person for domestic flights, rail travel, and hotel accommodation” to boost domestic tourism (Foo et al., 2020). Additionally, for those in the tourism industry, a stimulus package has been offered by the Malaysian

Government to provide some relief for the stakeholder who are greatly affected by the pandemic (Table 1.1).

Table 1.1: Economic stimulus package to boost Malaysian tourism.

Incentives to businesses.

- Relaxation of existing guidelines by the Government limiting the use of hotels.
- A 15% discount on monthly electricity bills for tourism related industry.
- Hotels and travel-related companies will be exempted from making payments to the Human Resource Development Fund (HRDF).
- Double taxes deduction on expenses incurred on approved tourism-related training.
- Up to RM100 million on a matching grant basis to the HRDF to fund an additional 40,000 employees from the tourism and other affected sectors.
- Hotels will be exempted from paying the 6% service tax between March and August 2020.
- Postponement of income tax monthly instalments for income tax allowed for tourism-related companies
- Malaysia Airport Holdings Berhad (MAHB) will provide rebates on rental for premises at airports as well as for landing and parking charges for aircraft.
- All banks are required to provide financial relief, in the form of an automatic moratorium, comprising the restructuring and rescheduling of loans for affected businesses for 6 months.
- Employers are allowed to defer, restructure and reschedule employer contributions to the Employees Provident Fund (EPF) for up to 6 months.
- Wage-subsidy programmes were introduced to assist employers to retain employees.

Source: Foo et al. (2020)

These initiatives are intended to keep employees from becoming unemployed and to keep tourism and hospitality industries financially worthwhile after the lockdown is lifted, however, even with the initial stimulus packages, the financial situation of tourism business players has worsened because it is still insufficient (Hanafiah et al., 2021). This is because the Stimulus Package is only a temporary fix for a long-term problem (Ho & Sia, 2020). Therefore, it is necessary to consider how industry participants perceive and respond to the crisis in order to comprehend the effects of the COVID-19 pandemic on the Malaysian tourism industry. As experts predicted that the tourism industry will only recover in 2022 (Hanafiah et al., 2021), the government must find a way to continue assisting businesses while also guaranteeing that the tourism and

hospitality business supply chain flourishes once the lockdown is lifted (Allaberganov, Preko & Mohammed, 2021). Opening the industry is more difficult than closing it (Tsionas, 2021), the government must take a balanced and pragmatic approach by providing ongoing guidance and support for the tourism sector's recovery and rebound.

This crisis could have a long-term effect on the tourism sector as COVID-19 spreads further and more countries also restricted travel capabilities and facilities (Foo et al., 2020; Hamid et al., 2021). The study believes that the tourism sector needs to keep an eye on the future, remain optimistic and be ready when restrictions are lifted and demand for travel and vacations returns. Promisingly, people will travel again, but their travel behaviour would change (Hanafiah et al., 2021). Thus, tourism businesses need to understand the importance of human behaviour as it will motivate and influence their travel intention and to repeat (Maghrifani, Liu & Sneddon, 2022).

As for Laguna, one of the resort in Redang Island (Bachok, Mohd Nor & Md Repin, 2021), the sales recorded in 2019 was RM19 million, which increased from RM18 million and RM18.5 million in 2017 and 2018, respectively (Laguna Redang Island Resort, 2020). Unfortunately, the rise in COVID-19 cases in Malaysia has resulted in a large drop of tourists (Foo et al., 2020). As the first phase of movement control order (MCO) commencing on 18 March 2020 till the forth phase of MCO on 29 April–12 May 2020 (Tang, 2022), the number of tourists visited Laguna dropped significantly because the resort cannot operate during lockdown (Figure 1.1). As Conditional Movement Control Oder (CMCO) was imposed, in May 2020 which has loosened some of the strict restrictions enforced on the general public and reopening the country's economy under standard operating procedures (SOPs) (Aziz, Othman, Lugova & Suleiman, 2020) therefore, the number of tourists were slowly increased from May 2020 till the end of season in October 2020. This has shown that, tourism, along with other sectors, is greatly affected by the restricted movement, quarantines, and travel anxiety (Adams et al., 2021). Due to the international travel restrictions during the pandemic, there is an increased demand for recreational facilities within the country (Deely, Hynes, Cawley & Hogan, 2022) as the business organisation may operate by following the SOPs such physical distancing, temperature checks, recording the names and contacts of customers (Musa et al., 2021).

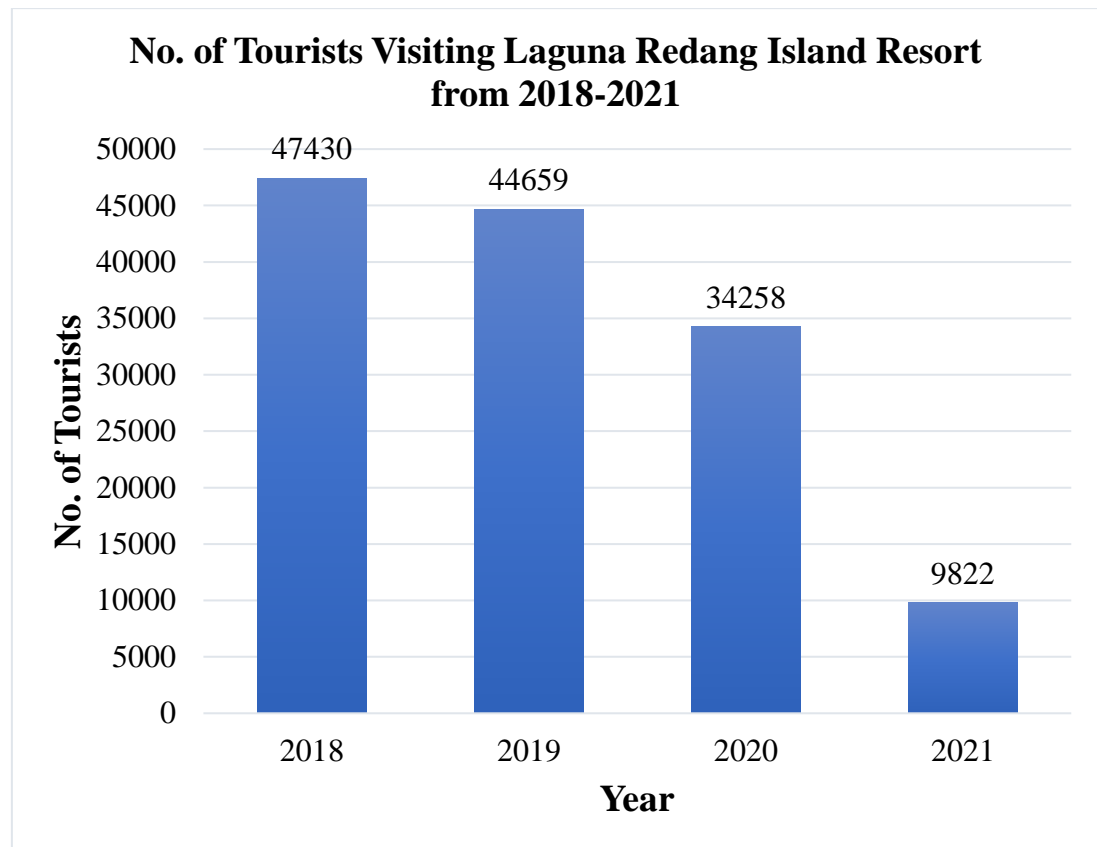


Figure 1.1 Number of tourists visiting Laguna Redang Island Resort from 2018 to 2021.

In this circumstance, given the high level of safety risk and environmental factors, the tourism industry is heavily reliant on traveller behaviour and destination selection (Song, Zhao, Chang, Razi & Dinca, 2022). Restarting both national and international travel can boost the growth of various tourism sectors, as for the Malaysian tourism and hospitality sectors had already entered the short-term recovery strategy since June 2020 therefore the business organisation should be alerted about the available survival strategies to sustain throughout the unpredicted situations and in forthcoming (Abhari, Jalali, Jaafar & Tajadidini, 2022). This provides further proofs that tourism sector needs funding from numerous stakeholders (Hanafiah et al., 2021) and an effort in developing this sector should be made by emphasising on the tourist's perspective (Kwok, Jusoh & Khalifah, 2017). In fact, several authors regarded tourists as stakeholders themselves due to the importance of their support and impact on tourism (Graci & Vliet, 2020). Globally, the number of tourists is observed to be continuously growing, making this industry as a huge catalyst of socio-economic and development through “job opportunities, export revenues, and infrastructure development” (Shahbaz et al., 2020). Attracting more tourists around the world is an important strategy for the

hotel and accommodation industry (Sulaiman, Iranmanesh, Foroughi & Rosly, 2021) and expand the tourism market for the country. Seeing as the costs of maintaining new visitors are much less than the costs of appealing new visitors, a tourist destination considers the importance of tourist revisit intention (Abbasi et al., 2020; Afriyeni & Aimon, 2021). Therefore, in order to generate more income, it is critical for the company to discover the revisit intention of the tourist. Furthermore, in the effort to position Malaysia as these preferred holiday destination, tourists' revisit intention remains an important measurement to determine the country's tourism growth (Abdullah & Lui, 2018).

In the past decade, a significant number of academic attentions have been devoted to establishing revisit intention of tourists (Abbasi et al., 2020). Exploring tourists' revisit intention in participating diversified types of tourism is one of the main focal points in tourism and travel context for businesses growth because the repeaters will result into the profitability of the tourism industry and reduce marketing and promotion costs (Abbasi et al., 2020; Hasan et al., 2020; Loi et al., 2017). In the corporate world, scholars and practitioners are increasingly emphasising the economic benefits of maintaining existing clients rather than acquiring new ones (Liguori & Pittz, 2020). Despite from that, management also obtain better insight of each psychological factors in attracting tourists and building trustworthiness in the long run (Tajeddini et al., 2021). For long-term goal of marketing, it is crucial to offer customer happiness, loyalty, and a desire to repurchase (Cakici, Akgunduz & Yildirim, 2019).

In conjunction with that, understanding tourists' revisit intention would enhanced a better forecasting approach and explanation of their intentions (Ajzen & Driver, 1991). Tourist behavioural intention has been studied and measured in many ways of context: positive statement of the tourist, revisit, recommendation behaviour, spending more money on the product and services, and repurchasing the product and services (Syakier & Hanafiah, 2021). Academic research and tourism industry highlighted that tourists' behavioural intentions are identified as an important topic which consists of motivational factors that stimulate a given behaviour, as the stronger the intention to conduct the particular behaviour (Huang, Chang & Backman, 2018). Several theories for understanding human behaviour have been created and tested in

various situations during the last several decades, TPB was found to be one of the most influential and widely used in identify people's intention to a specific behaviour (Ajzen, 2002). The goal of this study is to provide new discoveries to the existing literature on coastal tourism. Through the findings reported in this work, manager will be able to understand aspects that need to be considered in order to remain competitive in the industry (Mustapha, Zulkifli & Awang, 2020) particularly during a challenging post-pandemic period.

Accordingly, based on the discussion above, it is necessary to seek the factors that influence tourists' revisit intention to coastal tourism destination by extending the TPB model. Several observations on theoretical development and policy implications are made. This conceptual clarification responds to potential changes in the tourism industry and destinations impacted by the recent global COVID-19 pandemic.

1.4 Research Objectives

In view of earlier discussion, this research is in effort to gain better understanding on the factors influencing revisit intention of tourists by developing an extension on TPB model. In particular, the current study attempts to achieve these objectives:

1. To examine the influence of attitude, subjective norms, and PBC on tourists' revisit intention.
2. To investigate the influence of service quality on tourists' revisit intention.
3. To study the influence of destination image on tourists' revisit intention.
4. To explore the role of PBC as moderator in the relationship between attitude and subjective norms on tourists' revisit intention.

1.5 Research Questions

In attempt to develop such a unified research model to focus on tourists' revisit intention, the following research questions are designed for further research investigation:

Question 1: What is the influence of attitude, subjective norms, and PBC on tourists' revisit intention?

Question 2: Does service quality has an influence on tourists' revisit intention?

Question 3: Does destination image have a substantial influence on tourists' revisit intention?

Question 4: Does PBC moderate the relationship between attitude and subjective norms on tourists' revisit intention?

1.6 Significance of Study

Many studies from various fields have contributed to the understanding of tourists' revisit intentions in fulfilling the needs and requirements of customers. Although prior extensive studies have been conducted in this area, many questions remain unanswered. For the management, in order to seek a long-term relationship with customers it is crucial to recognise tourists' intention in ensuring sustainability. By conducting this research, it is expected to provide a contribution to literature in several ways. For example, it will benefit the tourism business managers to understand the intention and behaviour also other factors on why tourists want to revisit the destination.

1.6.1 Theoretical Significance

In contrast to most previous studies that have focussed on tourists' revisit intentions to a selected destination, this study seeks to provide a more robust theoretical knowledge of behaviour. Numerous past studies have been done in understanding tourists' behaviour by implementing TPB model and extended the theory with other influential factors that may contribute to the examination of their behaviour. A great

number of scholarly attentions has been dedicated in determining the tourists' revisit intention, especially in the past decade (Abbasi et al., 2020; Loi et al., 2017).

This research verified the extended TPB model for the tourists' revisit intentions to Laguna during post-pandemic period on October till November 2021. Traditionally, the element of TPB model may influence travel decision-making process that consists of attitude, subjective norms, and PBC (Abbasi et al., 2020; Bianchi, Milberg & Cúneo, 2017). In the existing literature, service quality and destination image are deemed as main contributors of tourists' revisiting a destinations which leaves a significant impact on tourists behaviour (Abbasi et al., 2020; Seetanah, Teeroovengadum & Nunkoo, 2018; Zainuddin, Zahari, Radzi & Hanafiah, 2020). Furthermore, there is no doubt that tourist destination selection is a complicated, risky and vague process (Soliman, 2019).

The first contribution is in supporting the TPB framework to explain tourists' revisit intention. Concerning theoretical implications, the assessment of revisit intention of tourism industry in the regions investigated in this study enriches revisit intention research in general (Halimi, Gabarre, Rahi, Al-Gasawneh & Ngah, 2021; Meng & Choi, 2019; Meng & Cui, 2020). According to Halimi et al. (2021), although research on re-visitation have been conducted before, the current research offers valuable insight on tourism industry specifically in the context of island destination, a field of study which remains largely untouched. Overall, maximising the model can be more efficiently and more critically in building tourists' intention. The research findings will be beneficial towards the development of the theoretical framework in a specific island destination, and thus provide a deeper understanding of in the hospitality industry. Also, may be applicable to all countries either in tourism sector of service sectors such as hotel and accommodation or restaurant.

Moreover, this study will also contribute in tourist behaviour literature as this study generally is a process of strengthening and widening the existing social theory (Meng & Cui, 2020). The inclusion of the additional variables will at least broaden the present tourism literature because no other research has offered a comprehensive model to highlight the factors on revisit intention. According to Assaker (2020), previous study conducted in the hotel industry supports a positive link between service quality and

consumers' behavioural intentions. This is owing to the fact that accommodation is one of the largest components of the tourism sector (Nunkoo, Teeroovengadum, Ringle & Sunnassee, 2020). This means that tourists have a natural tendency to repeat visit only when they appreciate service quality (Latif, Pérez & Sahibzada, 2020). According to Tajeddini et al. (2021), the result indicated that quality plays an important role in forming revisit intentions concerning hotel accommodation, as their motivations and expectations in selecting a place to stay are multifaceted and require to be framed within the broader picture of changing customer needs. Hence, this study is beneficial for tourist practitioners in identifying important factors regarding tourism locations and extensions.

Thirdly, this study will provide further insight, particularly on the extension of TPB model with destination image. Tourist behaviour in choosing destinations, evaluation of the trip, and future intention are believed to be influenced by the destination image (Chan et al., 2021). Establishing a positive tourism destination image and understanding the factors influencing it would be effective strategic options for Malaysia tourism industry (Cham et al., 2021). Additionally, this variable may trigger opportunities for future beneficial studies on destination and tourism management (Akgün, Senturk, Keskin & Onal, 2020). Since it has been established that destination image influences tourist behaviour, this implies that tourists are more likely to choose a travel destination with strong, positive images (Foroudi et al., 2018). Hence, destination image is crucial to be included in this study.

This study might generate intriguing results, particularly on the TPB's determinants. The additional variables are considered as a contextual factor that influences future intention and potentially applicable to a wide spectrum of behaviour in a variety of contexts (Abbasi et al., 2020; Hasan et al., 2020; Priporas, Stylos, Vedanthachari & Santiwatana, 2017; Tajeddini et al., 2021). The inclusion of these variables extends the current tourism literature, as no other study has provided a holistic model by inclusion all studied factors to reveal their effect on tourist revisit intention and contributes to the rationale for the hypothetical relationship between all the constructs in a broader context (Abbasi et al., 2020). As a result, the adoption of the TPB in Malaysia tourism highlights on the TPB's route model and opens new channels

for future researchers to analyse these features for future studies. Through this, it may imply that knowing the critical variables influencing tourists' revisit intention to Laguna would aid in the development of successful marketing strategies that may persuade positive travel decisions.

1.6.2 Practical Significance

Practically, this research contributes significantly to tourism and hospitality for both local and international tourism destination managers who are looking for the factors in attracting tourists' revisit intention (Tajeddini et al., 2021). In enhancing the competitive advantage, tourism destinations should have an appropriate strategy and understanding on the factors in motivating tourists to increase their intention to revisit (Abbasi et al., 2020). For instance, by offering service that exceeds the tourist's expectations, serving better value, and assuring both local and foreign tourists made the correct decision. In the context of this study, tourists' attitude, subjective norms, PBC, and also element of service quality and destination image would be the factors to entice tourists' revisit intention.

First, in the context of coastal tourism destinations, particularly Redang Island, tourists' revisit behaviour remains an important indicator of successful and sustainable destination management because of the island's geographical, cultural, and social feature (Akmal, Shahbudin, Faiz & Hamizan, 2019; Crehan, James, Hii, Mohd Safuan & Bachok, 2019). For destination marketing organisations, considering all of the factors when developing tourism marketing strategies can be beneficial (Han, Kim, Lee & Kim, 2019). However, marketers and policymakers need to decide how to allocate their efforts and resources to increase the revisit rate based on the relative strengths of the factors that influence behavioural intention. Current tourists can become revisiting tourists mostly through subjective norms, which is proven to be the strongest direct determinant of revisit intention (Erul, Woosnam & Alex McIntosh, 2020; Hasan et al., 2020; Hasan et al., 2020; Meng & Cui, 2020). Additionally, marketing promotions should be directed toward potential revisiting tourists and encourage positive word-of-mouth this is because repeaters seem to be mostly influenced by their salient referents'

suggestions or their referents' evaluations of visiting a destination based on actual travel experiences (Han et al., 2019). This outcome ultimately induces revisit intention by increasing the number of returning tourists, island destinations can effectively move toward long-term sustainability and tourism development (Hasan et al., 2020).

Destination managers need to develop and provide programs that facilitate the desired activities of tourists because the destination image plays a significant role in tourists' decision making to revisit destinations (Han et al., 2019). Encouraging tourists' revisit is seen as an efficient way to ensure “sustainable destination development” (Hu & Xu, 2021). Since Redang Island is well-known for scuba diving and snorkelling activities (Rahman et al., 2021), the management need to ensure the destination image provide something different to experience, feel and see. As for Laguna, they have provided other activities such as jungle trekking, beach volleyball, turtle bay visit, archery, karaoke, and treasure hunt. While tourists have the tendency to see the destination aesthetics as satisfying, destination managers should make sure that these features are diverse and fascinating enough to improve tourists' image and keep them satisfied throughout their stay (Lu et al., 2020). The greatest destination image will inspire tourists to revisit thus enhancing this core variable will benefit both local businesses specifically the Laguna and the government on the profitable perspectives.

The proposed model reveals that service quality is the cause of concern for destination managers, service providers and the policymakers. Hence, it is vital to improve and develop the destination infrastructure in terms of creating a choice of accommodations, basic tourist amenities, and cleanliness at the tourist attractions (Piramanayagam, Rathore & Seal, 2020). This study also present some insights to accommodation providers regarding which specific service that contributes towards enhancing guests' intentions to revisit (Assaker, O' Connor & El-Haddad, 2020). As the experts also agree that service quality assessment can determine how well service providers fulfil tourists' requirements according to the latter's perceptions, helping managers to prioritise tourists' needs, wants and expectations from the tourists' perspective (Brochado & Pereira, 2017). Realising the important role of the tourism industry in Malaysian's economic development, the development of this industry is regarded as a priority for each plan (Shahbaz et al., 2020). Thus, to increase revisit

intention, the interaction of international tourists with the local environment should be facilitated by the government and tourism management agencies. Subsequently, the research in coastal tourism industry will not only providing the benefits towards the management but also will positively effect on government initiative to open up for more job opportunities, improving the standard of living, developing marine protected areas, and developing infrastructure (Hanafiah et al., 2021).

To this end, the associations among TPB components (attitude, subjective norms, and PBC) service quality, destination image, and tourists' revisit intention were verified and important to all aspects. This research findings provide strategic implications to island destination and accommodations managers to better understand the differences among the psychological factors influencing customer decision-making process in Airbnb and hotel contexts (Tajeddini et al., 2021). Also will provide excellent recommendations to accommodation providers in terms of understanding specific service quality attributes that may enhance tourists' revisit intention (Syakier & Hanafiah, 2021).

1.7 Definitions of Key Terms

i) Attitude:

An individual's evaluation either positive or negative of willingness to perform the behaviour of interest (Ajzen, 1991). In the context of this study, tourists positive attitudes towards revisit intention will be established when they believe that carrying out the preferred behavioural intention can lead to various positive outcomes.

ii) Subjective norms:

A social factor that refers to the "perceived social pressure to perform or not to perform the behaviour" (Ajzen, 1991). Therefore, subjective norms indicate the influence of those "important ones" (e.g., families, acquaintances, and co-workers) on individual decision-making to revisit the destination.

iii) Perceived behavioural control:

Refers to the perceived ease or difficulty to perform the behaviour. In other words, the “more favourable the attitude and subjective norms” parallel with the behaviour, the greater the perceived behavioural control (Ajzen, 1991). In tourism, tourists’ perceived behavioural control derives from their own resources (e.g., knowledge and environmental awareness).

iv) Service Quality:

Service quality has been described as the gap between customer’s expectations of receiving service and the actual performance of the service (Parasuraman, Zeithaml & Berry, 1985). Given the fierce competition in the industry, especially in the hospitality sector, meeting their requirements and expectations and providing the necessary level of service would certainly improve the likelihood that they will return to the same travel location.

v) Destination Image:

A destination image is defined as the collective result of people’s impression, belief, ideas and expectations tourists have about the area (Crompton, 1979). It is described as a collective system of ideas, emotions, opinions, intentions, and visualisations of a specific place that not only acknowledges the variety of its cognitive, affective, and conative features but also acts as a significant deciding factor in whether or not to return.

vi) Tourists’ Revisit intention:

It is defined as one of the behavioural intentions the components, revisit intentions can be described as the intention of “consumers to experience the same product, brand, place or region” in the future (Zeithaml, Berry & Parasuraman, 1996). One of the main elements in determining a tourist’s loyalty is their purpose to return to the same location after enjoying their journey or visitation.

1.8 Organization of Chapters

This study consists of five chapters. All these chapters are developed with the relationship of the TPB model which will result to the justification of tourists' revisit

intention. Firstly, Chapter 1 highlights the general idea of the study by explaining the research background, defining the key terms used in this study, describing the problem statement, as well as stating the research objective and research questions. At the end of the chapter, it presents the significance of study to the management and practitioners. In the next chapter, relevant literature of TPB model is discussed in Literature Review. On top of PBC, attitude, and subjective norms, additional predictors, i.e. service quality and destination image are also elaborated and accordingly, hypotheses are developed. As for Chapter 3, it focusses on the methodology to test the hypotheses and concentrates to accomplish the objectives of the research. This chapter discusses in detail on the research design, data collection method used, and the analytical procedures involved in the research. Next, Chapter 4 presents the research findings and the analyses that were performed on the data, namely a descriptive analysis, t-tests, measurement model assessment, and hypotheses testing. Finally, Chapter 5 interprets and summarises the findings and states the implications of the research. Based on the research limitations, recommendations for future work are made.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter review the relevant literature that is used to formulate the theoretical framework for the present study. The chapter begins with the research context and followed by the several key factors evaluated to understand tourists' intention by implementing the TPB model by Ajzen (2019). The key factors are studied in terms of their effect on the tourists' revisit intention to a particular destination. All factors are introduced and examined into the research model based on the relevant literature of previous research on TPB and it also was found that it is important to set the context of literature review in order to understand how TPB worked in defining the behavioural intention of individuals. The selected literature comes from marketing, psychology, and management. Therefore, this chapter discussed further on the understanding of TPB, tourists' revisit intention, attitude, subjective norms, PBC, service quality, and destination image. PBC acts as a moderator in this study, is next explained. The hypotheses develop and present towards the end of the chapter encompassing all incorporated variables in the theoretical framework are rationalised and summarised.

2.2 Tourism Industry

Currently known as one of the largest economic sectors globally (Cheng, Gan, Imrie & Mansori, 2019), the hospitality and tourism industry holds the key towards improving living standard of the people by eliminating poverty and regional inequalities through increasing employment and generating national revenue in terms of gross domestic product (GDP) (Sharif et al., 2020; Zainuddin et al., 2020). With the expansion of demand and supply of the sector (Cheng et al., 2019), the lucrative tourism industry is generating revenue through tax collection from the hotel sectors, incomes from massive foreign exchange, job opportunities (Arshad et al., 2018; Ozdemir, Ar & Erol, 2020), export revenues, and infrastructure development (Shahbaz et al., 2020). Regarded as a primary source of livelihood and wealth formation (Abbasi et al., 2020; Merli, Preziosi, Acampora & Ali 2019), it is obvious that this industry plays a vital role in developing the country's socio-economic and pro-environmental perspectives (Karim et al., 2020; Buckley, 2021) by promoting and monetising natural landscapes and cultural heritage as travel destinations (Hussain, Ahmad, Ragavan & Leong 2020; Mustapha et al., 2020).

Since Malaysia gained its independence in 1957, the government was highly dependent on the primary and secondary sectors. Due to this reason, the Malaysian tourism industry receive a great attention in 1980s, especially since the Ministry of Culture and Tourism was established with the goal of diversifying the economic risk by putting an emphasis on the tourism industry. In 2013, this ministry was known as the Ministry of Tourism and Culture (MOTAC), which was introduced to highlight Malaysia as a top-of-mind tourist destination (Puah, Jong, Ayob & Ismail., 2018). Six years later, tourism sector in this country contributed USD 9.2 billion in GDP but in 2020, the revenue generated decreased with only USD 4.7 billion made that year according to annual analysis of WTTC (WTTC, 2021).

These efforts made by the government are proven to come to fruition as tourism industry is reported to be the second largest contributor to the national economy, coming next to the manufacturing sector (Ahn & Kwon, 2019). The tourism sector in Malaysia recorded its highest revenues in 2018 and 2019 (Hamid et al., 2021). In 2018, this industry generated RM83.1 billion (Hanafiah et al., 2021) with a total of 25.8 million

earned from the arrival of foreign tourist. In the following year, the tourism industry grew exponentially, contributing approximately RM 86.1 billion to the economy (Chan et al., 2021). The massive profitability from this business and the success of destination marketing are the results of the repeat visit behaviour (Abbasi et al., 2020; Loi et al., 2017). Based on these statistics, it was expected that RM129 billion will be earned in 2020 (Islam, Jantan, Yusoff, Chong & Hossain, 2020). By 2028, Malaysia is expected to welcome some 50 million tourists, with a projected contribution of RM296b (14.4 per cent) to the local economy and 2.3 million jobs (13.2 per cent) (Hussain et al., 2020). The tourism receipts constitute the revenue earned by the tourism industry and contribute significantly to the national income (Puah et al., 2018). The number of tourists arrival shown in Figure 2.1.

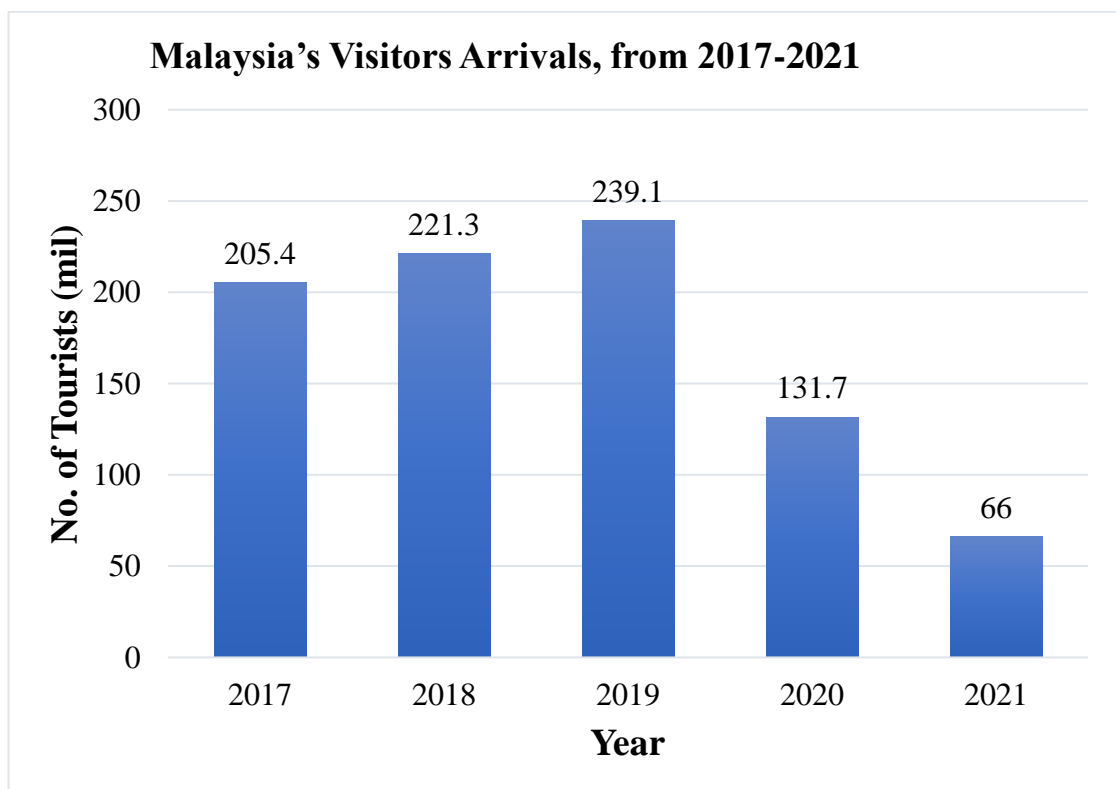


Figure 2.1 Malaysia's Visitors Arrivals, from 2017-2021
(Jabatan Perangkaan Malaysia, 2022)

The hotel, tourism, and leisure business is one of Malaysia's top service industries and a significant driver of economic growth (Balasubramanian & Hanafiah, 2022). The outbreak of COVID-19 has shot down the business and led to the

cancellation of the Visit Malaysia 2020 (VM2020) campaign as 50% of tourists in Malaysia are from China and Malaysia (Foo et al., 2020). The outbreak created an unprecedented challenge to Malaysia tourism and hospitality industry, as these two industries cannot exist without the mobility of travellers (Balasubramanian & Hanafiah, 2022). Therefore, these industries experienced a rapid drop of international visitors, limits on domestic movements and heightened tourism-health and safety issues. To further encourage the country's economy, the income generated by the government can be invested in the tourism industry or other industries in order to fulfil the mission of achieving a high-income economy status (Puah et al., 2018). Moreover, consistent efforts should be made to enhance Malaysia's business climate and consequently, leading to economic diversification and stronger private sector growth in the future (Foo et al., 2020). As mentioned by Abhari et al., (2022), apart from executing management recovery measures, the tourism industry and its related firms must build a core framework to better grasp the changing business environment. Accordingly, thoroughly understanding on the impact of pandemic towards tourism industry can help to justify why it is important to indicate the factors that may influence tourists' revisit intention.

2.2.1 Coastal Tourism

Coastal zones are recognised as the interface between land and sea (Castro, 2019) that has "at least half of its territory within 10 km of the coast" (Carvache-Franco, Carvache-Franco & Hernández-Lara, 2021). Another researcher, Hall (2001) highlighted that sea element is seen as the key advantage of coastal tourism. In short, coastal tourism refers to "a sea, sand, and sun-based natural tourist attraction" (Hasan, Abdullah, Lew & Islam, 2019). It involves the introduction of new beach-related activities related such as kayaking, scuba diving, parasailing and jet-skiing (Menhat et al., 2021). Not only sports, this tourism also includes wellness stays, wildlife viewing, volunteering works, and educational activities such as "beach clean-ups, invasive weed eradication, species counts, language schools, and museums" (Carvache-Franco et al., 2021). Since beaches are natural coastal features, successful beach destinations must consider both the quality of the environment and the quality of the tourist experience (Carvache-Franco et al., 2021; Klein & Dodds, 2017). Besides sporting activities, many

tourists choose to spend their time relaxing at the beach or spa to relieve stress (Hasan et al., 2019). In other words, beach attractions are regarded as the most important factors drawing tourists to visit and revisit island destinations (Sangpikul, 2018).

Island destinations are visited by a large number of tourists every year and are seen as a famous form of tourism (Graci & Vliet, 2020). Owing to the abundant resources of marine with more than 20 locations that offer breath-taking landscape and holiday opportunities (Nik Mat, Zabidi & Salleh, 2022), tourists are mesmerised by the beaches and islands in Malaysia, making them the main destination's for coastal recreation tourism in this country (Hanafiah, Jamaluddin & Kunjuraman, 2021). Teluk Kemang in Port Dickson, Desaru Beach in Kota Tinggi, Pasir Panjang Beach in Redang Island, Terengganu, and Batu Feringghi Beach in Penang Island are several popular local beaches that offer numerous coastal and marine activities (Hanafiah et al., 2021). According to Hanafiah et al. (2021), reported that the demand growth rate of coastal tourism exceeded that of other types of tourism products. Van Der Merwe, Slabbert and Saayman (2011) stated that there are many factors that connects coastal destinations with tourist experience. The development of tourism industry and hospitality has created new opportunities for firms to understand and interact with customers in real-time, provide more personalised and contextualised services, and optimise resource allocation (Buhalis & Sinarta, 2019; Law, Ye & Chan, 2021). Since island tourism is very profitable and has become prevalent in society, intense developments are happening to provide better tourism experiences (Mohamad, Bahauddin & Mohamed, 2016).

Triyanti and Susilowati (2018) stated that in turning coastal areas into tourism sites, numerous “ecosystems that are interrelated in coastal areas” and increasing demand for coastal tourism are needed. A main reason for visiting coastal destinations is to spend time with family and friends, thus making this visit a social activity (Carvache-Franco et al., 2021). Therefore, coastal managers need to consider two aspects that may induce visitors' desire to revisit and to recommend the destination to other people. They need to create and promote destination experiences that can increase visitor attachment to the place or to enhance the memories that visitors already have regarding the coastal destination and stimulate a feeling of nostalgia regarding previous

experiences. Furthermore, coastal managers need to pay special attention to ensuring visitor satisfaction regarding the destination (Ispas, Untaru, Candrea & Han, 2021). It is important for managing coastal tourism and recreation to continuously assess which beaches are popular, for whom and when (Teles da Mota, Pickering & Chauvenet, 2022).

Coastal tourism is increasing in importance because of intensive tourism competition, particularly in the Southeast Asia region, whereby each country in this region is competing to attract international tourists to its destination with the goal to boost the country's economy (Sangpikul, 2018). According to the extensive experience of several countries, tourism is seen a potential contributor in social and economic sectors (Shahbaz et al., 2020) representing a significant source of income and employment for seaside destinations (Buzzi, Menéndez, Truchet, Delgado & Severini., 2021). Consequently, beach destinations have become the top tourist attraction in countless countries across the world including the Southeast Asian region (Hasan et al., 2019; Sangpikul, 2018). In line with the developing economic force, numerous coastal countries in this part of the world have changed from traditional maritime activities to a more "service-oriented tourism-dependent economy" (Hasan et al., 2019; Warton & Brander, 2017). Currently, the economies in several of these countries, particularly, Thailand, the Maldives, Indonesia, Singapore and Malaysia are depending greatly on revenues made from coastal-based tourism activities (Hasan et al., 2019; Sangpikul, 2018). Malaysia, with its tropical environment, has become one of the top locations for travellers' seeking an island vacation (Nik Mat et al., 2022). Consequently, beautiful beaches, islands and coral reefs prompt the establishment of coastal resorts that attract both domestic and international tourists (Mustapha et al., 2020). Attractive landscapes, gorgeous beaches, and rich marine life have enticed visitors from all over the world (Nik Mat et al., 2022).

Gradual reopening of domestic travel begun in June 2020 as Malaysia' tourism industry had entered the short-term recovery phase (Abhari et al., 2022). Nonetheless, it is difficult to determine when COVID-19 will be completely contained, consequently business organization need to rethink the system and prepare on how to increase the number of tourists in post COVID-19 (Hanafiah et al., 2021).

2.2.2 Redang Island, Terengganu

Each island has its own distinctive characteristics and particular features that contribute to its popularity as a tourist attraction (Yusoh, Mohd Salleh, Mapjabil & Mohd Zainol, 2021). Characterised by exotic and scenic sandy beaches, the Terengganu coast is well-known for its 244 km stretch of picturesque beaches, covering from “the district of Besut in the north to the district of Kemaman in the south” (Ariffin et al., 2018; *Tourism Terengganu*, 2017) (Figure 2.2). In fact, the South China Sea, far from sediment-laden coastal ecosystems of mainland Peninsular Malaysia, island archipelagos provide ideal environmental conditions for diverse fringing coral reefs (Lachs, Johari, Le, Safuan, Duprey & Tanaka, 2019).



Figure 2.2 Map of Terengganu
(Abdulrahman, Ali, Fatihah, Khandaker & Mat, 2018)

The largest island in Terengganu is Redang Island (Latitude 5°44'N - 5°50'N and 102°59'E - 103°5'E), measuring by 7 kilometres long and 6 kilometres wide (Rahman, Mohamed, Sulong, Rosnon & Hashim, 2021), it was an area with prevalent

tourism (Crehan et al., 2019) due to its diverse coral reefs and turtle nesting sites (Wee et al., 2017). Known for its exotic beaches and scenic coastline, Redang Island in Terengganu is one of the famous beaches in Malaysia, originally designated as a Marine Park in 1994 (Crehan et al., 2019) the growth of the island can be regulated and safeguarded (Yusoh et al., 2021). Redang Island is a tourist destination due to its diverse coral reefs and turtle nesting sites (Wee et al., 2017), it is comprised of budget to five star resorts (Anuar & Ngelambong, 2017). It is a home to a number of resorts which offer a variety of room services options, including basic rooms, family rooms, pool view rooms and chalets with a view of the rainforest or the sea (Bachok et al., 2021). The island is famous among tourists who long for a truly tranquil tropical holiday, surrounded by beautiful nature and the fresh breeze of the sea (Abukhalifeh & Wondirad, 2019). The charm of this island is proven by the revenue generated where Redang Island marine park alone makes about RM10.1 million each year, visited by both local and international tourists (Menhat et al., 2021). From the overall tourists that frequented Redang Island marine park, 40% of them are international tourists, indicating that island destination is popular among travellers (Graci & Vliet, 2020). The number of tourists visited Redang Island in 2017 till 2019 was higher but the pandemic caused a significant declined in that number by 2020 (Figure 2.3).

| YEAR | NUMBER OF TOURISTS VISITED | |
|------|----------------------------|--------------|
| | TERENGGANU (million) | PULAU REDANG |
| 2017 | 4.80 | 174,567 |
| 2018 | 13.74 | 172,150 |
| 2019 | 14.16 | 162,817 |
| 2020 | 7.40 | 57,792 |

Figure 2.3 The number of tourists visited Terengganu and Pulau Redang.
(Portal Data Terbuka Malaysia, 2021)

For marine life lovers, they sure would love Redang as the reefs on this island are inhabited by immense tropical fish (Abukhalifeh & Wondirad, 2019). The scenic hideaways islands, on top of tranquil nature, are the attractive factors that invited travellers to visit the exotic destination (*Tourism Terengganu*, 2017). Interestingly,

Redang is known as having a more upmarket image compared to other backpacker hangout, whereby Pasir Panjang, on the East side, has the biggest beach and a half-dozen resorts (Abukhalifeh & Wondirad, 2019) (Figure 2.4).



Figure 2.4 Redang Island
(Abukhalifeh & Wondirad, 2019)

Among all resorts in Redang Island, Laguna is chosen as the focus of this study. Located just 45 km off the coast of Terengganu state in Malaysia, Laguna is one of the resorts in Redang Island which is well-known for its exquisite marine ecosystem and coral reef (Bachok et al., 2021). On top of the scenic beach view, this resort with 276 spacious rooms and breath-taking suites, the architecture combines both modern and traditional Malay design (Laguna Redang Island Resort., 2021). According to Brey (2011), a resort is a "full-service lodging facility that offers a range of amenities and recreation facilities". Furthermore, to differentiate resorts from other lodging, Brey (2011) emphasised that resorts must fulfil the following minimum qualifications:

- “provide one signature amenity or anchor attribute;
- provide five secondary recreation, leisure, or entertainment experiences;
- provide one full-service food and beverage outlet;
- include short-term or overnight lodging in the bed-base;
- comprise a minimum of twenty-five rooms or other accommodations (exception to minimum are properties with two signature amenities or anchor attributes and ten recreation, leisure, or entertainment experiences); and

- emphasise a leisure or retreat-environment experience”.





Therefore, based on the discussion above, Laguna can be classified as full-service resort as the tourists are able to enjoy their leisure experiences through the range of amenities and recreation facilities (Laguna Redang Island Resort., 2021). The full-service type provides luxurious facilities that requires high staffing ratio (Guan, Wang, Guo, Chan & Qi., 2021) to offer services when the guests are in their rooms and auxiliary facilities such as swimming pool or fitness centres (Yoon & Lee, 2017). These unique experience during their visit will become memorable moments for customers, affecting their satisfaction rate, perceived value, loyalty, encouraging them to recommend their stay and shaping their purchasing behaviours (Bravo, Martinez & Pina, 2019; Hussein et al., 2018).

Resort accommodation was chosen for the research since tourists frequently stay longer than business or city hotels, thus tourists are typically spend their precious time and moment at resort to enjoy in variety of recreational activities and would like to take great experience with the services provided including extensive interaction with the resort staff (Sangpikul, 2022). Cheng, Tang, Shih and Wang, (2016) has already discussed, rather than choosing hotel accommodations based on prices, tourists who look for spiritual satisfaction prefer to focus a service design that highlights their sensory experiences and offers activities that display cultural authenticity. Besides, they might be interested in partaking in cultural events, trying new local food and beverages, shopping activities, and new accommodation projects (Ali, Puah, Ayob & Raza, 2020). These allow tourists to experience something new and exciting during their stay (Pavia & Floričić, 2017). Also, Laguna may become a role model for the other resorts which are aggressively involved in promoting tourism (Ismail, Alipiah, Mansor & Syukri, 2020). Other than that, the visitors who are enjoyed with the services provided are more likely to be loyal member (Belarmino, Koh & Shin, 2022).

Additionally, a crucial venue for tourists to discuss their accommodation experiences and voice their opinions about goods and services provided is online review sites like Agoda (Kim & Kim, 2022). Potential customers can better understand the goods and become more conscious of the risks associated with their transactions by

reading other people's evaluations and having better comprehension for decision making process (Su, Yang, Swanson & Chen 2022). In the context of tourism consumption, online reviews can give vital understandings into how tourists measure destination and service consumption experiences (Bigne, Ruiz & Curras-Perez, 2019). Positive online reviews are the key tool for tourism destination managers in developing and maintaining long-term engagement with tourists (Su et al., 2022). Therefore, by referring to the review from Agoda (Figure 2.5), most of the visitors stunned with the place and also happy with their experience however, there are a few things that Laguna need to focus in order to increase revisit intention of tourists.

9.6 Exceptional

 Mohd from Malaysia
 Couple
 Deluxe Double or Twin Room with Sea View
 Stayed 2 nights in September 2019





"Best in Redang"

First time in Laguna after so many visits to Redang island and I have to say it is the best option. From the location, to the rooms and foods, all are the best! Will be my first choice from now onward.

Reviewed September 11, 2019

[See room deals](#)

8.4 Excellent

 Hans from Sweden
 Family with young children
 Deluxe Garden
 Stayed 3 nights in August 2022





"Amazing location"

Amazing place. The hotel is good and we are very happy with our stay. The restaurant area is located just at the amazing beach. The pool area is very nice. The rooms are all the same to my understanding. They are not very luxurious but they are absolutely ok. We loved this place. Wouldn't pay twice as much for a more luxurious hotel here. Many fun activities offered on the island. The snorkeling tour was totally amazing. Much better than the ones I have tried in Thailand.

Reviewed August 10, 2022

[See room deals](#)

8.0 Excellent

 Nur from Malaysia
 Group
 Premier Sea View
 Stayed 2 nights in October 2021





"Not bad at all"

The Premier Sea View is a very spacious room and comes with a huge balcony, which was great. The room was clean and included all the necessary amenities. It was an extremely comfortable stay. Only slight downside was that we were placed in Block 2, which is right next to the main lobby area so we could hear faint noises from that area. I recommend requesting for Block 1, which is further away from the lobby and situated nearer to the beach. The beach on the resort's front is beautiful and clean. It's a great spot for swimming for everyone as it has a good range of shallowness and depth, and the sea floor is soft sand therefore there's no need to worry about accidentally stepping on sharp corals. If you swim further in, there's a spot with corals and lots of marine life such as sharks, colourful fishes etc. Be careful of trigger fishes during nesting season though!

Reviewed November 03, 2021

[See room deals](#)

5.6

 **Alessandro** from Singapore
 Solo traveler
 Deluxe Garden
 Stayed 7 nights in July 2022





“Great location but no customer service ”

The resort is in a very good location, and in general very clean. however there are few things that are not really acceptable. The food quality is very bad, considering being the most expensive food in the island. The people who work in the resort have no idea what customers service means. They are rude and look like they are doing you a favor in providing you a service. Maybe this is a standard in Malaysia but as a foreigner this is very bad. The hotel is clean, however nobody take care of the beach that much, is a shame because that's basically the only reason to come in vacation here.

Reviewed July 09, 2022

[See room deals](#)

4.0

 **Tan** from Malaysia
 Family with young children
 Deluxe Double or Twin Room with Garden View
 Stayed 3 nights in May 2022

“not worth the money”

garden view room super far from the lobby, room not clean and toilet facilities are not convinient for small kids.

Reviewed May 13, 2022

[See room deals](#)

Figure 2.5 Reviews of Laguna Redang Island Resort from real guests
 (www.agoda.com.my)

2.3 Overview of the Theoretical Underpinning

In this chapter, the theoretical background of this research is presented in detail. Creswell (2009) defined a theory as "an interrelated collection of constructs shaped into propositions or assumptions that indicates the connection between variables." In a more recent study, Bougie and Sekaran (2019) described theory as a way illustrate the connections between the variables in the framework of the study.

2.3.1 Theory of Planned Behavioural (TPB)

A thorough understanding and the ability to predict human future behaviour is regarded as a key objective of consumer behaviour studies. Nevertheless, this is proven to be challenging as customers' demands and preferences continue to change in line with ever-changing perspective and market trends (Ajzen, 1991). To assist in predicting behavioural intentions, the theory of planned behaviour (TPB) has been widely used as

a conceptual framework in understanding the human behaviour and decision (Ajzen, 1991, 2002; Hasan et al., 2020; Soliman, 2019). Due to its reliability and ability to explain humans' intentions to demonstrate certain behaviours (Erul et al., 2020), TPB has been broadly utilized in tourism and hospitality industries since it was introduced (Chan & Hon, 2020; Wang, Yeh, Chen & Huan 2022).

The theory elucidates that when an individual favourably evaluates the outcomes of engaging in a specific behaviour, that person is likely to develop a positive attitude toward the behaviour, which in turn influences the intention to engage in it (Han et al., 2019). Established from the theory of reasoned action (TRA), Ajzen (1991) highlighted that based on a TPB model, an individual's behaviour can be changed by considering PBC as the determinant of behavioural intention (Chang, 1998). The idea is that while human conduct involves general attitude and personality traits, their impact can only be determined by studying huge samples of behaviour. Formally defined as an intention to do a certain behaviour (Ajzen, 2002), a more recent study described behavioural intention as individual preferences towards a certain product and service (Syakier & Hanafiah, 2021). Tourists' behavioural intentions have been considered as a significant theme in the tourism industry and academic research due to its contribution in understanding the purchasing behaviours of consumers and predicting their future purchasing intentions (Afshardoost & Eshaghi, 2020; An et al., 2021; Huang et al., 2018). Hence, any effort in gaining further understanding in behavioural intention will be of high value to the tourism literature.

Psychologists have attempted to explain human behaviour on many different levels, from physiological mechanisms to social structures. To address the psychological processes behind the formation of involved behavioural intention, numerous theoretical frameworks have been developed (Ajzen, 1991). The TPB claims that the development of an individual's behavioural intention occurs simultaneously through three independent predictors: attitude, subjective norms, and PBC (Shin, Im & Severt, 2019; Tommasetti, Singer, Troisi & Maione, 2018). To measure each determinant in predicting customer behaviour, this can be done either through direct approach by inquiring about their general attitude or through indirect approach by asking about their perspective regarding certain behavioural outcomes (Shin et al., 2019).

Realizing the importance of these aspects, these volitional components (e.g. attitude and subjective norms) and non-volitional components (e.g. PBC) are included in this model, which contribute to the effectiveness of this model in explaining an individual's intention and behaviour (Ajzen, 1991; Wang et al., 2022). Furthermore, several authors are in agreement that these components are vital in understanding the tourists' decision-making process (Han et al., 2019; Yarimoglu & Gunay, 2020). Hence, it is understandable that numerous works rely on the TPB in investigating the tourist's visit intention or revisit intention (Huang et al., 2018).

It shows that, TPB underlined the importance of natural personality characteristics of the choice maker in making decisions, though this part the psychological factors take place in generally self-controlled decision process (Juschten, Jiricka-Pürner, Unbehau & Hössinger, 2019). The consequence of conduct is converted into knowledge about the real results, experiences, and responses of persons. Most of the previous study found support for the idea of intended behaviour in improving the knowledge of tourist intentions and behaviour. This is also supported by Sujood, Hamid and Bano (2021) who claimed that tourists are more likely to engage in travelling if it "will result in an outcome they value" and if they have to necessary resources to travel.

Generally, when the individuals have a higher intention to engage in an activity, they are more likely to engage in the behaviour (Ajzen, 1991). The relationship between intention and behaviour reflects the fact that people tend to participate in actions that they plan to execute. According to this nature, TPB model has also evolved to ensure that the theory is successful in how it interprets behavioural expressions. On the other hand, the theory has highlighted that PBC has no longer works as an independent variable, but it is now moderates the impact of attitude toward behaviour and subjective norms on intention, as shown in figure 2.6 (Ajzen, 2019).

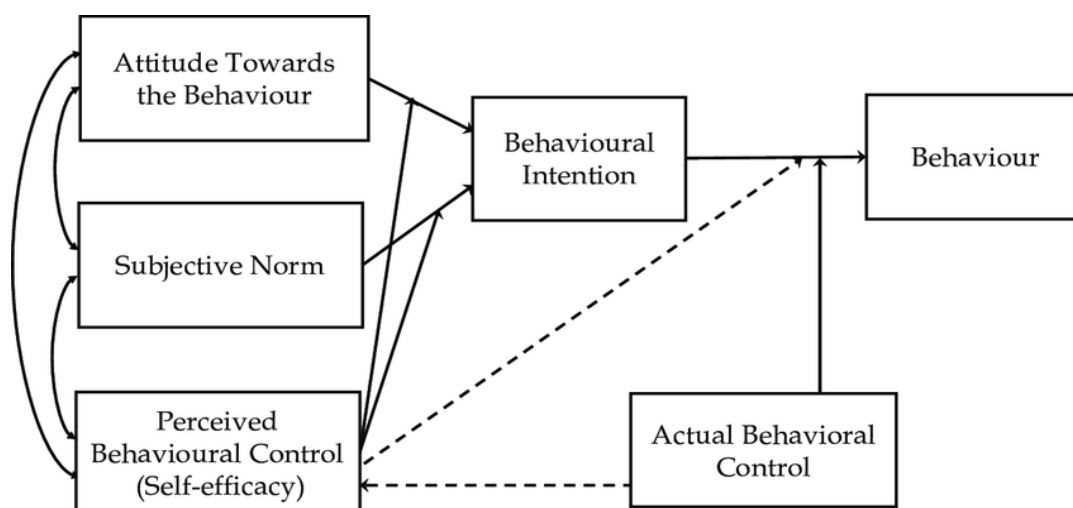


Figure 2.6 Theory of Planned Behaviour (Ajzen, 2019)

Even though the competence of the TPB has been proven in diverse settings, the findings in previous studies indicated that its anticipation ability for decisions or behaviours still needs an enhancement through expanding its framework (Han et al., 2020). Many studies in the extant literature, particularly in tourism, have shown that the perceived knowledge and the psychological risk are critical concepts to clearly understanding the customers' decision formations and behaviours for reliable tourism products (Al-Ansi, Olya & Han 2019; Han et al., 2020; Han & Hyun, 2017). To capture the new developments prompted by dynamics such as COVID-19 and emerging health protocols, especially in regard to human interactions (Torabi et al., 2022), the current study expanded an integrated model by including the factors of service quality and destination image to determine the influence on tourists' revisit intention.

In the context of the study, regarding the impact of COVID-19 on revenue of the resort, the development of an effective long-term method to encourage consumption growth should also be investigated. Therefore, this study will deepen the TPB model in explaining tourists' intention to revisit Laguna in order to create appropriate marketing approaches and recommendations.

2.4 Variables of The Study

2.4.1 Tourists' Revisit Intention

The concept of behavioural intention has a substantial influence in driving customer purchasing decisions in both negative and positive directions (Afriyeni & Aimon, 2021). Future behaviour tourists is reflected in the form of "revisit, recommendation and positive word-of-mouth" (Bayih & Singh, 2020). It has been observed that intention to revisit reduce marketing costs, increases profitability, and improves destination marketing (Hasan et al., 2019), thus making it the most preferable "indicators of pre-visit and post-visit behavioural intentions" for tourism managers (Loi et al., 2017).

Revisit intention is explained as the person's readiness and willingness to repeat visit on the same destination (Abbasi et al., 2020; Japutra & Keni, 2020). It is also one of the key components in the loyalty of tourist (Seetanah et al., 2018). Halimi et al. (2021) claimed that revisit intention allows the prediction of behavioural outcome by examining past consumption behaviour. Similarly, Shin et al. (2019) stated that past behaviours impact future intentions to purchase in the future. Abbasi et al. (2020) confirm that the revisit behaviour indicates the tourist's satisfaction with past service experiences. It indicates that the satisfactory travel experience of tourist is the main factor for revisit intention to the same destination, thus making it the primary goal for the industry players to have repeating visitors (Chan et al., 2021). Nevertheless, a person's intention represents the elements that motivates a behaviour where it demonstrate the extend of how far a person is willing to make an effort in accomplishing something (Olya, Bagheri & Tümer, 2019). Understanding the reason of tourists' revisit intention to a specific location is viewed as the most vital aspects in developing efficient marketing tactics and developing decision-making theory (Hasan et al., 2020). This can be supported by An et al. (2021) who reported that to the organisation usually aims to achieve visitor satisfaction and visitor retention because in general, repeat visitors tend to stay longer, and spend more money by participating in more consumptive activities.

In general, the intention to engage in an action is highly influencing in determining, its performance (Ajzen, 1991). The intention to revisit a destination is seen

as a post-consumption behaviour. It also refers to the tourists' assessment of the strong possibility or decided to return to the same place, as well as the tourists' readiness to promote the destination to others (Viet, Dang & Nguyen, 2020). In other words, having a better analytical approach and clarification of tourists' intention may assist in understanding their behaviour (Ajzen & Driver, 1991).

Previously, Wasaya, Prentice and Hsiao (2022) stated that tourists' behaviour is motivated by both internal and external norms, where if tourists are positively influenced by different types of norms, they tend to engage positively with a destination, and will stay loyal. Several studies have concerned on tourists' revisit intention have found distinct determinants connected to the intention. In fact, it also was found related with TPB model, whereby many researchers have justify the relationship of TPB predictors (attitude, subjective norms and PBC) with tourists' revisit intention (Abbasi et al., 2020; Hasan et al., 2020; Hasan et al., 2019; Hussein, Abdel Salam & Gaber, 2020; Tajeddini et al., 2021).

As TPB is the most important and popular theoretical frameworks in analysing tourists' intention to engage with certain behaviour, it has been widely used in tourism and hospitality sector to predict and explain tourists' intention to engage in variety destination. The empirical study of TPB model in relation with tourists' revisit intention showed that it has an impact on tourists' attitude (psychological), subjective norms (social influence), and PBC (personal abilities and constraints). Furthermore, revisit intention also found to have a significant relationship with service quality served by the service providers. Positive experience gained during the delivering process or services will encourage intention to revisit (Lai, Yuen & Chong 2020). Destination image also has proven as a key element in identifying tourists' revisit intention as its show greater result on revisit intention to a selected destination (Abbasi et al., 2020).

Moreover, revisit intention also generated benefit in term of profitability to the organisation and also a prime factor in socio-economic advancement (Abbasi et al., 2020). The visitors who have already visited are different from the first-visit visitors. Having familiarity with the destination, they are more willing to "support the

development of local tourism" (Stylidis, Shani & Belhassen, 2017) by spending money on native products and souvenir (Chang et al., 2019).

Ignoring the relationship between the factors on revisit intention may result severe failure related to long-term financial and strategic consequences (Tajeddini et al., 2021). According to a study by Huang et al. (2018), attracting repeat visits is less expensive than acquiring new consumers thus, repeat tourists spend more and stay longer than first-time tourists. Revisit intention is important for marketers in designing marketing strategies by focussing on the service area as well as tourist psychological behaviour in order to retain the exiting visitors and encourage them to revisit the destinations (Hasan et al., 2020). In fact, every repeaters can carry additional spending and spread positive values of the destination (Cho et al., 2020).

Customer trends, preferences, and requirements fluctuate and shift with diverse perspective on a regular basis. Creating a satisfied experience that entices tourists to revisit the destination every year should be the primary objective of the business organisation in order to maintain competitiveness. As a result, a way to completely recognise the tourists' purchasing behaviour as well as determine their future intention of purchasing will become a key challenge for tourism service provider.

The intent of this research was to contribute further knowledge on the influence of the generic strategies that associated with the on tourists repeated visits by statistically test the existence, strength, and direction of a potential relationship between the predictor variables. The enrichment of a better comprehension of tourists' intention empowers the management and the hospitality leaders to pinpoint pertinent factors that may influence their destination selection as well accommodation and in considerable extent design relevant interventions which may allow repeated visitations and effectively lift up businesses' profitability.

2.4.2 Perceived Behavioural Control (PBC)

General behaviour is largely influenced by perceived behavioural control (PBC) (Hussein et al., 2020) which refers to the extent of a person's perception on their ability to exhibit the behaviour (Chan & Hon, 2020). This decision is made based on their view on the presence and the importance of opportunities to carry out a particular behaviour (Abbasi et al., 2020). In short, a person is more likely to intend to perform a behaviour when they believe that they are able to do it and possess the required resources to perform it (Sheeran, Trafimow & Armitage, 2003). These resources including money, time, cooperation of others, and skills (Ajzen, 1991). According to Seow, Choong, Moorthy and Chan, (2017), the availability of resources has a significant impact on PBC. PBC can be measured via two components: control beliefs and self-efficacy (Ajzen, 1991). Control beliefs are referring to an individual's belief in their ability to control their behaviour, meanwhile self-efficacy is defined as one's subjective assessment of whether they can achieve the goal (Li, Lien, Wang, Wang & Dong, 2020). Generally, when the attitude and subjective norms with respect to a behaviour are favourable, and at the same time the PBC is high, this increases the tendency of a person in performing the behaviour (Ajzen & Driver, 1991).

In regard to tourism and hospitality sectors, if the tourists believe that they have enough accessible resources and opportunities, this will increase their perceived abilities when engaging in travel behaviour (Hasan et al., 2020), leading to increased revisit intention (Soliman, 2019). According to Hasan et al. (2020), the inference on the connection between tourists' PBC and behavioural intention is commonly made under two assumptions. First, when an individual tourist's PBC increases, the result of the likelihood of visiting a particular spot will increase. Second, an individual tourist's PBC will effectively control an individual tourist's behavioural intention when perceived control reflects the actual control. For example, Han et al., (2019) indicated that, tourists who have developed an attachment to the destinations will have greater control over perceived situations that prevent them from revisiting the destinations. In this way of decision making, tourists will expect consistency between their current or desired lifestyle and between everyday lifestyle and tourism culture on the destinations.

Based on the brief explanation and proven literature, this study is expected to be positively related to tourists' revisit intention. The interaction effects between the factors could provide effective understanding of human behavioural intention and more evidence supporting the relationship in the literature.

2.4.3 Attitude

In numerous works involving the TPB, attitude has been widely accepted as a strong predictor to behavioural intention (Fu, 2021; Huang & van der Veen, 2019). Depending on a person's beliefs and evaluations (Raza et al., 2020), attitude refers to that person's feelings regarding the possible outcomes of a behaviour (Abbasi, Sea & Yen-Nee, 2020; Bianchi et al., 2017). In a different study, attitude is said to represent the internal emotion and assessment that a person has when engaging in certain behaviours (Nimri, Patiar & Jin, 2020). It is widely accepted that the tourist attitude comprises of three key elements namely cognitive (perceptions/beliefs), affective (feelings), and conation (behavioural intentions). For instance, when deciding whether to engage in a behaviour, an individual tend to evaluate pros and cons of that behaviour (Liu, An & Jang, 2020). The evaluation associated with the behaviour could be either favourable or unfavourable emotional responses (Ajzen, 1991). In the event of performing an action will result in a favourable outcome, one is more likely to demonstrate a positive attitude or intention, and vice versa (Han et al., 2020; Wang et al., 2022). In short, attitudes influence the intentions to perform the behaviour (Abbasi et al., 2020; De Vos, Singleton & Gärling, 2022).

In the context of travel and tourism, it has been established in many studies that there is a significant positive relationship between attitudes and intentions to visit a destination (Abbasi et al., 2020; Bianchi et al., 2017; Han et al., 2019). Previous studies in tourism field revealed that attitude can be a major factor which predicts, describes, and influences tourists' behavioural intentions (Soliman, 2019). When an individual tourist has a more positive attitude, the person displays more positive behavioural intentions (Baloglu, 1998; Hasan et al., 2020). Accordingly, if a tourist believes that

performing a certain behaviour will result in positive outcomes, they tend to possess a favourable attitude and be more likely to perform it (Liu et al., 2020).

As a conclusion, more positive attitude for a given behaviour, the stronger feeling of the behaviour which led to more intense intention of performing the behaviour. Therefore, as for this current study, considering lack of research on coastal tourism industry the understanding of tourists' attitude is fundamental in examining their revisit intention on that particular place.

2.4.4 Subjective Norms

Another TPB's predictor that affect behavioural intention is subjective norms (Abbasi et al., 2020; Bin-Nashwan, Abdul-Jabbar, Dziegielewski & Aziz, 2021; Sujood et al., 2021). According to Ajzen and Fishbein (1970), subjective norms can be defined as an individual's perception on how other people behave and this perception will influence the individual's decision-making process. In discussing subjective norms, Ajzen (2020) claimed that there are two types of normative belief: injunctive and descriptive. Injunctive normative beliefs refer to the significant of "individuals approval and what is and is not supported by specific referents", whereas descriptive normative beliefs refer to "the perception that is commonly conducted by the majority of people" (Nimri et al., 2020).

Briefly, subjective norms can be considered as the pressure asserted by the society on a person whether to engage in a certain behaviour or not (Abbasi et al., 2020; Bianchi et al., 2017; Chan & Hon, 2020). As a result of a communal pressure, the person is more likely to exhibit a particular attitude if majority of their society approves of the attitude (Liang & Shiau, 2018; Yarimoglu & Gunay, 2020). This is supported by a recent study which reported that people tend to make decisions by considering the response or behaviours of their family, friends, and colleagues (Chan & Hon, 2020). The available literature of tourism and marketing acknowledges the vital impact of subjective norms on behavioural intentions (Abbasi et al., 2020; Hasan et al., 2020; Manosuthi, Lee & Han, 2020). It has been proven that a consumer's view on a product

and decision-making processes are influenced by other consumers' reviews (Tajeddini et al., 2021).

In conjunction, subjective norms have shown as a vital component of TPB model that have a relationship with behavioural intention as it is a major presence that influences behaviour. Researchers also indicate that, subjective norms have provided with an expected idea of how people behave and function. The current study proposed how the reflection of social pressure would react on a person future intention to revisit Laguna as the according to Wasaya et al., (2022) TPB claim that subjective norms guide the behaviour of individuals.

2.4.5 Service Quality

According to previous studies, quality is defined as the "comparison between expectations and performance" (Parasuraman et al., 1985), meanwhile service quality means the evaluation of customers of the general excellence or superiority of a service (Zeithaml, 1988). In other words, it is a way to describe consumers' expectations about the received service (Ali et al., 2020). For instance, consumers primarily seeks high quality products and services that worth the price paid (Malik, Akhtar, Raziq & Ahmad, 2018). In a situation when the quality matches or exceeds the expectation from the consumers, this will result in consumer satisfaction (Teshome, Melash & Wondirad, 2022).

The assessment of service quality includes two types of services: tangible and intangible services (Prentice, Dominique Lopes & Wang, 2020). Tangible services refer to the physical environment in which service goods are provided, for instance design, layout and aesthetics of the premise (Cuong, 2020; Rajput & Gahfoor, 2020). To evaluate the quality of the physical setting, consumers usually look for cleanliness, good room maintenance, safety, and pleasing ambience (Malik et al., 2018). On the other hand, tangible services are commonly referring to employees service quality which is hard to be measured (Keshavarz & Jamshidi, 2018). Prentice et al. (2020) noted that the quality of service provided by the employees are often assessed based on their

responsiveness, reliability, friendliness, and assurance. In businesses with a high level of human activity, for instance resorts and hotels, the excellent customer service provided is vital to ensure that the customers have a pleasant experience throughout their stay and at the same time highlights the strength of the business compared to its competitors (Prentice et al., 2020).

For tourism-based organisations, a consistently high level of service quality is absolutely vital (He, Cheng, Swanson Su & Hu, 2022) as it will result in better corporate image, positive word-of-mouth, retaining existing customers, attracting new customers, achieving customer satisfaction, improving business performance, and able to remain competitive in this industry (Nunkoo et al., 2020; Rajput & Gahfoor, 2020). Furthermore, customers who are pleased and gain satisfaction from the high level of service quality tend to exhibit favourable behaviour intentions such as revisit intention and loyalty (Khoo, 2020; Prentice & Kadan, 2019; Sadeghi, Zandieh, Mohammadi, Yaghoubibijarboneh & Vosta, 2017). Although it is apparent that providing high-quality services and understanding customer expectations are necessary for the success of tourism businesses (Brochado & Pereira, 2017), it is difficult for academics to measure the concept of service quality. This is owing to the fact that while majority of the hospitality providers operate using similar facilities, the success of their businesses is depending on the quality of services that they deliver to the customers (Ali et al., 2020).

As the business environment in the tourism industry becomes more competitive, managers have recognized the important of developing effective market strategies. Therefore, Laguna itself need to be innovative in managing services in term of service production and delivery process. In response to the pandemic and also the popularity of coastal tourism industry both managers and researchers need to pay attention to the issues of service quality perceptions on Laguna.

2.4.6 Destination Image

Crompton (1979), described destination image as the combination of impressions and belief that a tourist has regarding a destination. The idea that the tourist holds about a particular place is connected with their thoughts, emotions (Baloglu & McCleary, 1999), perception, and sentiments for a destination (Azeez, 2021). The formation of this image relies on three key elements which are cognitive, effective, and conative (Viet et al., 2020). First, the definition of cognitive image is the characteristics and components of the place that are perceived by the tourist such as beautiful scenery, cleanliness, and unique experiences (Kim, Lee, Shin & Yang, 2017). The second element is the affective image which is linked to the tourist's psychology, for instance their emotion towards the place (Dileep, Govindarajo & Khen, 2020). Lastly, combining both affective and cognitive assessment, conative image serves as a behavioural factor that indicates one's intention and action in the future.

Recent studies have shown that different tourists may hold different perspective towards a single location due to their past experience and emotional attachment that they have regarding that place (Azeez, 2021; Woosnam, Styliadis & Ivkov, 2020). It has been reported that tourists who revisit a place might demonstrate more favourable assessment on a destination compared to first-time tourists who have no prior experience of that destination (Woosnam et al., 2020). This notion is supported by Azeez (2021) who claimed that these differences in perspective is owing to the fact that majority of would-be tourists possess limited knowledge and expectation regarding the new, unfamiliar place. In other words, tourists who revisit a place is capable of making affective and cognitive assessments on that destination and the satisfaction that they experienced during their first visit encourage them to return to the same tourism spot.

Since five decades ago, extensive research has been done on destination image due to its massive impacts in understanding and predicting tourist behaviours such as satisfaction (Cham, Cheah, Ting & Memon, 2021), revisit intention (Cho et al., 2020), destination choice, and decision-making processes (Woosnam et al., 2020). Due to the importance of destination image in directing the future of tourism, it is recognised as a tool to encourage the growth of the tourism sector (Foroudi et al., 2018) and the competitiveness of business organisation (Zainuddin et al., 2020). Moreover,

understanding destination image and its impacts are advantageous in terms of academic and practical knowledge by contributing towards the extension of tourism literature.

As Laguna is situated in Redang Island, the most famous island in Terengganu (Crehan et al., 2019), one way to encourage the sustainable growth of tourism destinations is to meet tourist requests by promoting a positive destination image. Positive destination image would also help cater to the present psychological patterns of tourists and create their desired travel surroundings and location. The most crucial benefit of a natural and environmental destination contributes to the demonstration of a pleasant-sounding and stable social structure, so that the overall value and meaning of the tourists themselves can be reflected in which will bring about an economically prosperous and sustainable tourism destination (Zhang, Kim, Yim, Hyun & Chai, 2022).

2.5 Literature Gap

While exploring behavioural intention of tourist several studies were found to regard all of the significant parameters of the TPB and other critical indicators of revisit intention (Patwary et al., 2022). Clearly, TPB model has been extended in several study because it could reinforce the understanding of the framework theoretical mechanism and raise the prediction power for human intention and behaviour in a specific field (Abbasi et al., 2020; Ajzen, 1991). Although the notion of extended TPB model in identifying behavioural intention has been discussed increasingly among the scholars in recent years, the empirical research in Malaysia is very limited (Hanafiah et al., 2021). The behavioural intention of choosing a tourism destination is the initial step of understanding a tourist's internal decision-making process (Akter & Hasan, 2022).

Previous studies in tourism and hospitality have investigated the factors influencing tourists' revisit intention such as in golf tourism (Cham et al., 2021), green resort and resort (Ahn & Kwon, 2019; Azam, Patwary & Rashid, 2022), island tourism (Yusof, Kamarudin, Patwary & Mohamed, 2021) and national park (Hamid et al., 2021; Ramli, Rahman & AlQershi, 2021). The experimental results offer beneficial inputs for nature-based tourism destinations considering that revisit intention must be

personalised to fulfil travellers' motivation and preferences (Ramli et al., 2021). Undoubtedly, tourists repeat visit are critically important into making a decision on the selection of tourism products, services, future motives and behaviour (Gupta, Dash & Mishra, 2019). Researchers have also narrated that the TPB model excludes individuals' perception the element of perceived risk, which in recent years has become an integral element, particularly in tourism-related planning either local destinations or international destinations (Abbasi et al., 2020). Therefore, a few studies have been conducted in understanding the intention to revisit a destination by expanding the TPB model (Abbasi et al., 2020; Girish & Park, 2020; Halimi et al., 2021; Han et al., 2019; Hasan et al., 2020; Hussein et al., 2020; Meng & Cui, 2020; Soliman, 2019). Furthermore, TPB also has been implemented in examining tourists' revisit intention to coastal or island-based beach tourism, for example United State (Girish & Park, 2020), Bangladesh (Hasan et al., 2020; Hasan et al., 2019) and Cyprus (Olya et al., 2019). Consequently, this present study will implement TPB model in identifying the factors influencing tourists' revisit intention to Laguna, nevertheless the empirical study in relation to the extended TPB model in Malaysia specifically in beach tourism context is still limited (Abbasi et al., 2020; Hasan et al., 2019).

Tourism activities are often innately linked with service quality (He et al., 2022). Previous studies by Assaker et al. (2020) stated that, customers prefer to stay at hotels that promote environmental conservation and sustainability. In fact a few researchers have included service quality in extending TPB model (Abbasi et al., 2020; Hasan et al., 2020; Tajeddini et al., 2021). Service quality is widely accepted as one of the most perceptions that have been applied to several service businesses (Sirimongkol, 2022). Having a high-quality service provider is a must-have criteria for a tourism destination (Zainuddin et al., 2020), thus with the mission and vision of making Malaysia a prominent tourism destination, it is necessary to examine the extended TPB model consists of service quality in relation between tourists' revisit intention. Based on He et al. (2022), service quality is a judgement made by consumers based on the expectations that they had compared to the service and performance showed by a service provider. This study covers overall physical environment of the resort such as décor, design, cleanliness and ambience of the accommodation. As a study by Keshavarz and Jamshidi, (2018) found that the conventional scales of service quality offered in

SERVQUAL, LODGSERV and HOLSERV are possibly not proper to assess service quality in the hotel industry.

Destination image also found significant effect on tourists' intention to revisit (Cham et al., 2021; Foroudi et al., 2018; Kuhzady, Çakici, Olya, Mohajer, & Han, 2020; Li et al., 2020). A positive image is related with positive intention, it was resulted to the extension of TPB model in relation between tourists' revisit intention (Abbasi et al., 2020; Soliman, 2019). Consequently, destination image is determined as a factor that may influence tourists' intention to revisit the destination. The positive disconfirmation to travelling elements like tourists' involvement, destination information, committed information search, and locational attractions would entail positive destination image and tourists' retention (Cheng, Abu, Yap, Mansori & Cham, 2022). Based on this evidence provided by previous research, this current study includes destination image in extending TPB model. According to Phi, Quang, Phuong and Linh (2021), the link between destination image and revisit intention in the tourist sector has received insufficient attention. Briefly, this study examines the affective dimension which referring to the feelings or affection of the tourists towards the destination. The study of the issue makes a significant contribution to a deeper and richer theoretical understanding of destination image by better illuminating the information.

In conclusion, based on the evidence stated, it is apparent that there is lack of empirical study in relation to the extended TPB model with service quality and destination image in relationship between tourists' revisit intention. Therefore, this study will be working on exploring a major gap in the state of the literature review, specifically in Malaysia, by implementing the current modified TPB model (Ajzen, 2019). Despite this, another purpose of this research is to observe the moderating effects of PBC on the associations between TPB elements (attitude and subjective norms) and revisit intention. Meanwhile, both service quality and destination image are the critical factors in tourism industry that may influence the intention and behaviour of tourists (Zainuddin et al., 2020). In fact, fulfilling these aims through empirical testing of the behavioural intention model would fill the existing knowledge gap by contributing to the understanding of underlying psychological barriers and opportunities of coastal tourism intention among the local and international tourists. Specifically, it would

contribute to the knowledge gap in connection to the interaction effects of PBC and the other two components (attitude and subjective norms) of TPB (Akter & Hasan, 2022). This research would also offer valuable practical insights on coastal tourism intention based on the knowledge of the relative importance of the behavioural factors and the effect of interactions among multiple behavioural factors.

2.6 Proposed Framework and Conceptual Overview

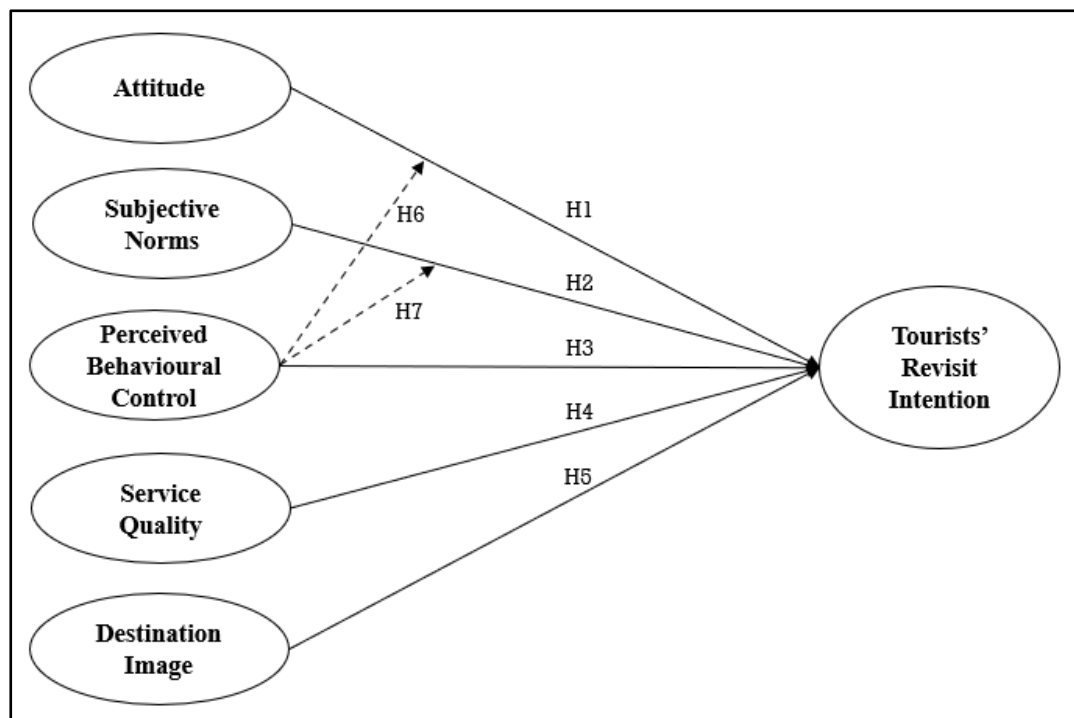


Figure 2.7 Theoretical Framework

Note: Dashed arrows represent the potential moderating effects

2.7 Hypotheses Development

2.7.1 Relationship of Attitude and Tourists' Revisit Intention

Regarded as one of the indicator of TPB model, attitude is determined as a function of beliefs about the views of significant others, which can be influenced by secondary data, an inferential process, or observation (Abbasi et al., 2020; Meng & Choi, 2019). Based on individual behavioural beliefs and outcome evaluations (Patwary

et al., 2022), people will form positive or negative attitude regarding the results of their actions (Raza et al., 2020). Attitude, in turn, influence intention to engage in the behaviour. Previous research in the tourism sector has indicated that attitude could be a significant towards revisiting a destination and intention to revisit (Meng & Choi, 2019). Based on Ajzen and Driver (1992) it has been found repeatedly that "high involvement in an activity is associated with strong attitude-behaviour correlations".

Specifically, a few studies that implemented TPB model in identifying revisit intention has confirmed that the attitude is positively influence on revisit intention towards tourism destination (Abbasi et al., 2020; Soliman, 2019), creative tourism (Huang et al., 2018), home-based accommodation (Meng & Cui, 2020), green hotel (Nimri et al., 2020), island tourism (Girish & Park, 2020), restaurant (Halimi et al., 2021), halal tourism (Akter & Hasan, 2022) and Cittaslow city (Han et al., 2019). Similarly Vesce and Botti, (2019) stated that attitudes are vital in revisit intentions prediction, as observed in Italian culinary festivals.

Overall, it is apparent that attitude is important in predicting and explaining the behavioural intention of tourists (Bianchi et al., 2017; Soliman, 2019; Sujood et al., 2021). Meng and Choi (2019) also revealed that in the study evaluating tourists' intention to use location-based services, attitude is seen as an influential indicator towards a behavioural intention. Thus, it is posited that:

H1: Attitude has a positive effect on tourists' revisit intention.

2.7.2 Relationship of Subjective Norms and Tourists' Revisit Intention

As established in TPB literature, tourists behaviour is affected by subjective norms where tourists will consider the opinions and approvals from their family members and friends regarding destination choice (Abbasi et al., 2020; Bianchi et al., 2017) and revisit intention (Huang et al., 2018; Manosuthi et al., 2020). Moreover, it has been reported that tourists' choice of home-based accommodations is highly influenced by subjective norms (Meng & Cui, 2020). The similar is also held true for green hotel (Nimri et al., 2020) and Airbnb and hotel accommodations (Tajeddini et al.,

2021). Usually, in choosing the best option for accommodations, tourists would go through numerous comments and recommendations from trusted reviewers on online accommodations platforms and social media. Additionally, scenic photos and footage showing how much fun they had during a vacation shared by others also attract tourists to choose a particular tourism destination. Based on these interactions and approvals that they gain from peers or strangers, this helps tourists in their decision-making processes, aids in narrowing down their choices in travel destination, and assists them in deciding whether the destination is worth to be revisited. Realizing the huge impact of subjective norms on tourists behaviour, Hasan et al. (2020) believed that subjective norms should be considered as an important key in planning promotional programs through social engagement to increase coastal tourism spot visitation. The presented arguments demonstrate that subjective norms are influential in promoting revisit intention among tourists. Hence, it is posited that:

H2: Subjective norms has a positive effect on tourists' revisit intention.

2.7.3 Relationship of PBC and Tourists' Revisit Intention

Akter and Hasan (2022) defined PBC as a person's perception on the degree of easiness in performing a certain behaviour. Based on TPB, actual behaviour is followed jointly by the intentions (motivation) to perform the behaviour as well as actual control (ability) over the behaviour or availability of opportunities and resources (Ajzen, 1991). It is assumed that PBC is reflecting past experience with the performance of behaviour and predicted problems that could impede behaviour (Ajzen, 1985).

Existing literature on destination choice claimed that PBC poses constructive impact on individuals' behavioural intentions (Abbasi et al., 2020). This is supported by numerous studies which concluded that PBC can be used to predict revisit intention (Abbasi et al., 2020; Meng & Cui, 2020; Nimri et al., 2020). Similar findings are reported in the context of coastal tourism (Girish & Park, 2020; Hasan et al., 2020). In understanding a decision-making process by guest to stay at green hotel, it was demonstrated that PBC has a slightly stronger effect than attitude (Yeh, Guan, Chiang Ho & Huan, 2021). However, some conflicting findings were found where some studies

concluded that PBC is not critically influencing intention (Lestari, Saidah & Putri, 2022). As stated by Wang, Wong and Narayanan (2020), PBC cannot contribute to purchase intention and behaviour as "if a particular behaviour is under full volitional control", intention will not be affected by PBC (Wang, Fu, Wong & Zhang, 2021). Based on the presented discussion, the following hypothesis is formulated:

H3: PBC has a positive effect on tourists' revisit intention.

2.7.4 Relationship of Service Quality and Tourists' Revisit Intention

Service quality is highly relevant in the hospitality industry since consumers are primarily concerned with the value they receive for the amount they spend. As the tourism sector expands globally and becomes more competitive, tourism scholars have highlighted that recognising consumer expectations and offering high-quality services are essential for successful tourism firms. Successful hotel businesses place a high priority on delivering higher-quality services than their competitors (Malik et al., 2018). According to Teshome et al. (2022), within the context of the tourism sector, quality is rated based on whether the expected standards set by the consumers are fulfilled by the service providers. In fact, customers are willing to spend more on services or products that meet or surpass their expectations (Teshome et al., 2022). Hence, the level of quality service is a vital determinant in shaping a customers' experience during their stay (Kempiak, Hollywood, Bolan & McMahon-Beattie, 2017; Teshome et al., 2022). Experts also believe that service quality evaluation may identify how effectively service providers meet visitors' demands based on their perceptions, allowing the firm to priority tourists' needs, wants, and expectations (Brochado & Pereira, 2017).

According to research performed in the tourism sector, there is a significant connection between service quality and consumer behavioural intention (Wasaya et al., 2022). Previous research has found that service quality is a significant predictor of tourists' revisit intention (Abbasi et al., 2020; Tajeddini et al., 2021). Furthermore it is insufficient to elicit the desire to return or to stay at the place, since it must be translated into emotion or satisfaction, which will result to behavioural intentions (Assaker, 2020). Moreover, based on the study by Prentice and Kadan (2019) on Australia airport service

quality, it has revealed that service quality influenced tourist revisit intention because the first and final impressions of a tourist encounter are formed by the service quality of airports. This means that if a tourist sees a greater and superior level of service, they are more willing to return to the same vacation place (Abbasi et al., 2020). Hence, the hypothesis is formulated:

H4: Service quality has a positive effect on tourists' revisit intention.

2.7.5 Relationship of Destination Image and Tourists' Revisit Intention

Destination image is a collective idea, emotional attachment, perception, and expectation that a person has regarding a location (Viet et al., 2020). When tourists are satisfied with the experience that they had during a vacation and perceives that destination with a positive impression, they tend to revisit that place (Foroudi et al., 2018; Moon & Han, 2018) and encourage others to visit the location (Soliman, 2019). Other researchers also came to the same conclusion that destination image is positively linked to tourists' intention to revisit a destination (Cham et al., 2021; Erawan, 2020; Kuhzady et al., 2020). Considering the effect of destination image in encouraging revisit intention, local tourism marketing is focussing on this aspect to attract more tourists and to achieve customer loyalty to the location (Phi et al., 2021). Based on these evidences on the significance of destination image in increasing tourists' desire to return, it is hypothesised that:

H5: Destination image has a positive effect on tourists' revisit intention.

2.7.6 Moderating Effect of PBC

Existing research on destination selection indicated that PBC has a substantial and positive influence on persons' behavioural intentions (Bianchi et al., 2017). It is thought that PBC is based on perceptions about available control. These beliefs are associated with the conditions that might aid or hinder behaviour performance (Ajzen, 2020) such as ability, time, and resources in forecasting a persons' behavioural intention (Ajzen, 1991).

Referring to Ajzen, (2020), PBC is a moderating variable, influencing the attitudes and subjective norms in relation with intentions. Indeed, PBC was acted as a moderator in the initial of the TPB due to the empirical research attempted to uncover the main effect of the factors, the model has been modified to have a same function with attitude and subjective norms. According to Akter and Hasan (2022), several studies were found to investigate the interaction effects of TPB components on behavioural intention in the context of Islamic tax compliance, low-carbon tourism, luxury purchase intention, and organic food consumption. Though the original formulation of the TPB model denotes that PBC will moderate the effects of attitude and subjective norms on intention, relevant empirical research is still limited (La Barbera & Ajzen, 2021).

Bin-Nashwan et al. (2021) studied the moderating effect of PBC on Islamic tax (Zakah) compliance behaviour among businessmen in Yemen and found a significant interaction between attitude and PBC, subjective norms and PBC. In other words, attitude and subjective norms were more strongly connected with intention toward Zakah compliance among businessmen with greater levels of PBC. Additionally, based on the study conducted by Jain (2020) in assessing the moderating role of subjective norms on two sets of relationships between attitude and purchase intentions, between PBC and purchase intentions, the outcomes presented that subjective norms significantly but negatively moderated the relationship between attitude and purchase intentions. However, Akter and Hasan (2022) stated that the interaction effects between the casual factors of tourism intention could be more complicated and can provide an in depth understanding of behavioural intention. Thus, the following hypotheses are proposed to explore the moderating effects of PBC in the relationship between attitude and intention; between subjective norms and intention.

H6: The positive relationship between attitude and tourists' revisit intention will be stronger when PBC is high.

H7: The positive relationship between subjective norms and tourists' revisit intention will be stronger when PBC is high.

2.8 Chapter Summary

To summarise, this chapter has discussed the constructs of elements of TPB investigated within the framework model. In revising the appropriate literature, note that the developed framework in this work has never been offered as a single model before. Furthermore, revisit intention of tourists represents as an important indicator in the proposed model that provides better understanding on the behaviour of the tourists. A number of topics that are assumed to be relevant to this thesis are also discussed.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter focusses on the methodology used to empirically test the theoretical model developed in Chapter Two and to answer the research questions presented in Chapter One. Moreover, this chapter explains regarding research design, population and sample, sampling design, sample size, scale development, data collection method, measurements, and data analysis procedures. Overall, the justifications and elaborations on the operationalisation and measures of constructs used is presented in this chapter. The section ends with an overview of the statistical techniques used to analyse the data.

3.2 Research Paradigm

Research is generally carried out against a backdrop of some theoretical and methodological tradition, these traditions have been created and mutated, referred to as a research paradigm (Majeed, 2019). The term paradigm was coined and made relevant by Thomas Kuhn, the author of *The Structure of Scientific Revolutions* (Bonache & Festing, 2020) in the early 1960s, as a model of scientific practice shared and accepted by a community of practitioners (Liu, 2022). According to Lincoln and Guba (1994), a research paradigm is described as the “fundamental belief systems or world view that guides the researcher”. A paradigm seeks to answer three central questions regarding

"what reality is, the epistemological question regarding the relationship between reality and inquirers (Majeed, 2019), and the methodological question respecting how inquirers know about reality" (Cohen, Manion & Morrison, 2009). Within a paradigm, the methodology is seen as the bridge that brings researchers' "philosophical standpoint (on ontology and epistemology) and method (perspective and tool) together" (Anand, Larson & Mahoney, 2020).

The fundamental of a positivist paradigm is based on "objective epistemology and ontology" without questioning the existing societal order (Primecz, 2020). According to Bougie and Sekaran (2019), positivists emphasise on the research replicability, the trustworthiness of observations, and the ability to generalise of findings. Due to the discipline's aim in seeking accuracy, neutrality of values, and decreasing "qualitative human experiences into quantified statistical figures", positivism attempts to deem the discipline a 'scientific status' (Majeed, 2019). Compared to the researchers who perform deductive research by putting forward theories that can be verified through a fixed research design and objective, positivist researchers assess cause-and-effect relationships "through manipulation and observation" (Bougie & Sekaran, 2019). In short, a paradigm forms clear line in defining a certain field or deciding a relevant theory which allow researchers to "harmonise the choice of research questions", methodology, and the direction of their fields (Anand et al., 2020).

For this study, positivist ontology, empirical epistemology, and quantitative methodology were chosen in investigating the effects of TPB model in relation with tourists' revisit intention. This research paradigm has been widely used in renowned scholars in social sciences as it allows researchers to test theory and hypotheses based on the basis of objective (data) measures to support the results. Positivist paradigm focusses on theory testing and verifying hypotheses. As a quantitative study, survey questionnaires were used to gather the data and numerous statistical tests were used to test all of the hypotheses. As quantitative methods rely on "the quality of measurement, a prior conceptualisation, and adherence to the underlying assumptions of inferential statistics," hence the hypothesis testing support the explanatory purpose (Casula, Rangarajan & Shields, 2021).

3.3 Research Design

A research design is defined as a set of "formal procedures for collecting, analysing, and interpreting data" in a research (Creswell & Creswell, 2018). his study is a quantitative research and thus, applies "deductive logic and formal hypotheses or models to explain, predict, and eventually establish causation" (Casula et al., 2021). This study also encompasses hypotheses testing which will be examined to analyse the relationship between the variables (attitude, subjective norms, service quality, and destination image), the moderator (PBC) and dependent variable which is tourists' revisit intention. Furthermore, this is cross-sectional research whereby the data is collected at a single-point-in time (Bougie & Sekaran, 2019).

This study adopted the survey research methodology to provide standardised information that could be used to examine the associations between the constructs. Survey that utilised administered questionnaire is commonly applied as it saves time and cost when gathering data from a huge sample (Hasan et al., 2020). In preparing the survey questionnaire, scale items were generated from prior studies (Tajeddini et al., 2021).

A pilot test was carried out before to complete data acquisition to ensure the clarity of the study instrument (Bougie & Sekaran, 2019). A survey questionnaire was carefully designed and pilot-tested on a small sample. Through this phase, the questionnaires were distributed to the people who have the travelling experience to Redang Island. The questionnaires were translated into Malay language as it is easy to be understood and answered by local tourists.

3.4 Research Process

This study followed a research process which is common to all scientifically based investigations that comprises of defining the research problems, formulate hypotheses, design the research tool, measurement, collect and evaluate data information, and discuss the summary of the results.

The research process started with the problem statement and identifying the research questions. By conducting literature review, it was observed that studies which are stressing on tourism industry in Malaysia specifically coastal tourism are limited. Moreover, by reviewing relevant literature, a deeper knowledge of theories and concepts used in previous studies are highlighted, thus the variables which stimulate tourists' intention to revisit is suggested. Hence, the literature has a great influence in developing the research framework and hypotheses.

The next phase was to determine the most suitable research design to be employed in this research. In developing the research design, the researchers have considered different aspects such as instrument development, sampling design, and pilot test. The sampling design determines the process to identify the sample size and sampling techniques (Bougie & Sekaran, 2019). The measurement for this research was created using measuring items tailored in previous research. A careful attention was given in the process of developing the survey questionnaire, several items have been modified to ensure that they fit into the context of this study. A pilot study was carried out to identify the reliability and the validity of the survey questionnaire (Lestari et al., 2022; Piramanayagam et al., 2020). The ambiguity of the instruction and items were identified, and accordingly, necessary adjustments were made to the survey questionnaires. Once the survey questionnaire was finalised, the final instrument was utilised for data collection from the sample.

The data obtained were screened using SPSS Version 23 software and the Partial Least Square-Structural Equation Modelling (PLS-SEM). Preliminary data analysis was employed to purify the data and to get the overall view of the respondents. Consequently, all of the hypotheses were tested through PLS-SEM. Finally, after the results were presented and interpreted, the findings were discussed and documented in Chapter Four.

The final stage involved the interpretation of the findings and the discussion on the implication of the findings. Chapter Five discusses all of these issues. In giving a clear explanation and detail discussion of the findings, the researcher needs to confer with relevant theories and literature.

3.5 Population

Sampling begins with precisely defining the target population. The target population must be defined in terms of elements, geographical boundaries, and time (Bougie & Sekaran, 2019). A research population is usually a big gathering of people or items that is essential to the scientific investigation (Yeh et al., 2021). The population for this study was the tourists who had visited Laguna and the sample of data collection was carried out through questionnaires survey of the individual tourist. Laguna is chosen because it is one of the most popular resorts in Redang Island. According to Laguna Redang Island Resort's Annual Report (2020), the number of tourists in Laguna in 2019 was approximately 44,659. The characteristics of the population in this study were: (1) the respondents are at least 18 years old; (2) the respondents are the visitors who are staying at Laguna.

3.6 Unit of Analysis

The unit of analysis for this study was the individual tourist, either local or international, who was staying at Laguna Redang Island Resort.

3.7 Sampling Design

There are two commonly used sampling methods which are non-probability and probability (Bougie & Sekaran, 2019). In non-probability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects which means that the findings from the study of the sample cannot be confidently generalised to the population (Bougie & Sekaran, 2019). This type of sampling denotes that not all individuals in the population will have an equal opportunity to be chosen. The non-probability sampling technique was employed due to the population being very wide and impossible to use random sampling (Meng & Cui, 2020). Moreover, by using non-probability sampling, it is easier in attempting to generalise and limits on whoever in the population may or may not be included (Rowley, 2014). Non-probability sampling is also easy to use, less demanding, and

practically feasible. Moreover, the factors of using this type of sampling method are due to time constraint and cost to conduct this study (Whitehead & Lopez, 2016).

In order to have sufficient data to draw the needed conclusion, well-developed sampling design is needed to measure critically. In this study, convenience sampling from non-probability sampling method was used because it is the most frequent way of sampling, and the respondents are chosen because they are at the right place at the right moment (Acharya, Prakash, Saxena & Nigam, 2013). Plus, convenience sampling from non-probability is helpful in managing available resources as it is a quick and easy approach to get the sample size required for the investigation (Ali et al., 2020).

3.8 Sample Size Determination

In deciding the sample size, Khan, Sarstedt, Shiau, Hair, Ringle and Fritze, (2019) mentioned that researchers should depend on power assessments which consider the model structure, the predicted significance level, and the estimated effect sizes. A too-small sample will be unable to demonstrate an actual effect. However, using a bigger sample could be a waste of resources if it is sufficient to use a smaller sample in demonstrating the impact under research (Uttley, 2019). The appropriate sample size is highly important for ensuring the quality and reliability of the study as it serves as a measurement to predict how strong is the relationship between independent variables and dependent variable in the population (Bougie & Sekaran, 2019).

According to Memon, Ting, Cheah, Thurasamy, Chuah and Cham, (2020), exploratory factor analysis cannot be performed if the sample contains below 50 observations (which are still accessible to other aspects), but simple regression analysis requires at least 50 samples and generally 100 samples. Nevertheless, the "10 times rule" is the most commonly method used for estimating the minimum sample size (Kock, 2018). Additionally, sample size can be defined by using user-friendly software known as G*Power 3.1 analysis (Schoemann, Boulton & Short, 2017). G*Power is an all-in-one power analysis program commonly used in computer and social research for statistical tests (Faul, Erdfelder, Buchner & Lang, 2009). Via G*Power 3.1 analysis,

this study used F test of regression, therefore the minimum sample size shows are 103 (Refer Appendix 1). The Power analysis is set for multiple regression comprising of seven predictors. The test used the alpha of 0.05, a power of 0.80, and medium effect size of ($f^2 = 0.15$). Therefore, the sample size of the study was 500.

3.9 Data Collection Procedures

The data collection for this study involved a few procedures. Before doing the survey, the procedures were thoroughly designed. The procedures for this study were presented in Figure 3.1.

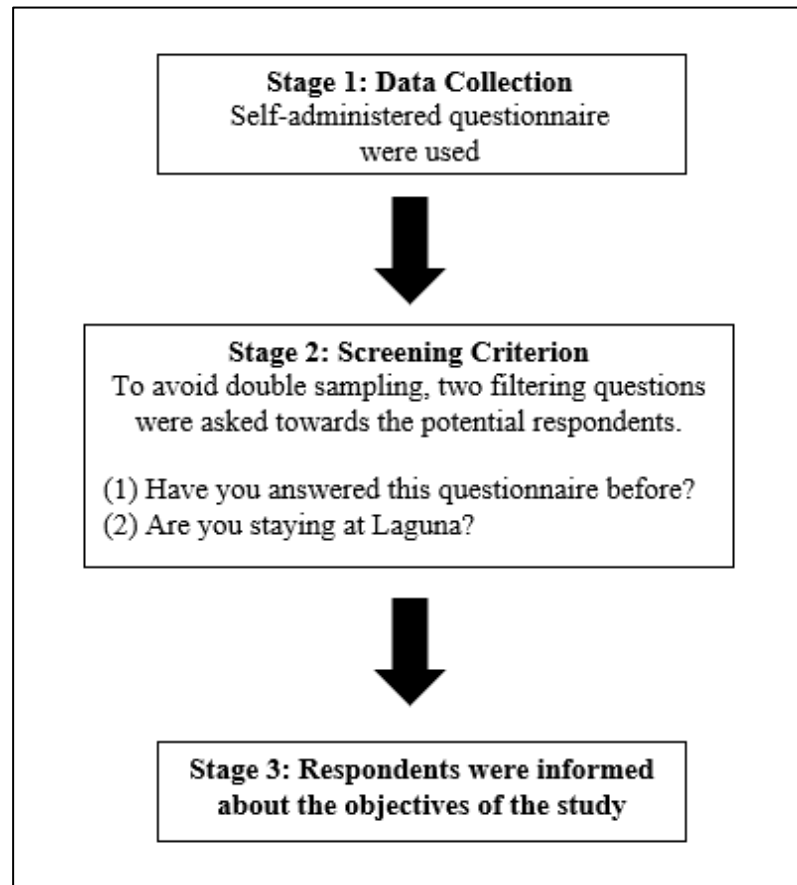


Figure 3.1: Data Collection Procedures

The process is further explained in Section 4.5. There are 500 questionnaires were distributed and finally 477 were selected for the analysis. As for the data analysis, brief explanation regarding the step taken were in Chapter 4.

3.10 Scale Development

As explained previously, all constructs in this study were adapted from established questionnaires and were operationalised using Likert scales. The Likert-type scale is known as the interval scale to measure the variable it is used to examine the perception of respondents either they agree or disagree with the particular statement representing each latent variable. All of the items used a five-point Likert scale which ranges from one (1) to five (5).

To measure the constructs in the model, a total of 54 scale items will be adopted from the relevant literature. Table 3.1 summarises the quantity and source of items that will be used to test each variable.

Table 3.1 Scale Development

| Construct | Items | Scale |
|-------------------------------------|-------|----------------------|
| Tourists' Revisit Intention | 4 | 5-point Likert scale |
| Perceived Behavioural Control (PBC) | 3 | 5-point Likert scale |
| Attitude | 7 | 5-point Likert scale |
| Subjective Norms | 3 | 5-point Likert scale |
| Service Quality | 32 | 5-point Likert scale |
| Destination Image | 5 | 5-point Likert scale |

3.11 Data Collection Method

This present study applied a survey methodology based on self-administered questionnaire as it is acceptable for gathering data from a sample of an island destination. Self-administered questionnaires survey is the most efficient method to gather data as it may reduce researcher bias and direct interaction bias with respondents (Shah et al., 2020). Besides, it provides precise results on the sample and enables researcher to generate the conclusion based on the findings (Juschten et al., 2019).

The data collection method for this study is comprising of questions assessing the objective variables (tourists' revisit intention, PBC, attitude, subjective norms, service quality, and destination image) and demographic questions. The questionnaires were developed in English and translated into Malay language as it is easy to be understood and answered by the local tourists. Questionnaires were distributed to the tourists who were staying at Laguna together with a cover letter which explained the nature and objectives of the study and highlighted the strict confidentiality of respondents' information.

3.11.1 Questionnaire Design

For each item of questionnaire, the measurement was made based on 5-point Likert type scales. Researchers verified that data from Likert items becomes significantly less accurate when the number of scale points drops lower than five or more than seven (Johns, 2010). Moreover, Likert-scales were chosen since they require less time and straightforward as it is effortless to answer. Therefore, this study applied 5-point of Likert scale with choices of strongly disagree, disagree, neutral, agree, and strongly agree (Kandasamy, Kandasamy, Obbineni & Smarandache, 2020).

3.11.2 Measurements

This section defines the respective measurements for the dependent variable (tourists' revisit intention), moderator (PBC), and the independent variables (attitude, subjective norms, service quality, and destination image).

(a) Tourists' Revisit Intention

Tourists' revisit intention is measured by using 5-point Likert scales, ranging from (1) strongly disagree to (5) strongly agree. There are 4 items that are adopted from Tajeddini et al. (2021).

Table 3.2 Measurement Items for Tourists' Revisit Intention

| Indicators | Variables | Sources |
|------------|---|-------------------------|
| TRI1 | Whenever I visit Redang Island next time, it is most likely I will stay at Laguna. | Tajeddini et al. (2021) |
| TRI2 | I consider Laguna as my first choice compared to other accommodation facilities in Redang Island. | |
| TRI3 | I would say positive things about Laguna to other people. | |
| TRI4 | I would encourage my friends and relatives to stay at Laguna. | |

(b) Perceived Behavioural Control (PBC)

PBC is measured by items adopted from Meng and Cui (2020). There are 3 items measures by using 5-point Likert scales, ranging from (1) strongly disagree to (5) strongly agree.

Table 3.3 Measurement Items for PBC

| Indicators | Variables | Sources |
|------------|---|---------------------|
| PBC1 | Whether or not I revisit Laguna is completely up to me. | Meng and Cui (2020) |
| PBC2 | I am confident that if I want, I can go and revisit Laguna. | |
| PBC3 | I have enough resources, time, and opportunities to revisit Laguna. | |

(c) Attitude

There are 5-item scale that are adopted from Nimri et al. (2020) in order to measure the attitude. It is measured by using 5-point Likert scales, ranging from (1) strongly disagree to (5) strongly agree.

Table 3.4 Measurement Items for Attitude

| Indicators | Variables | Sources |
|------------|--|---------------------|
| ATT1 | I think revisit to Laguna is wise. | Nimri et al. (2020) |
| ATT2 | I think revisit to Laguna is pleasant. | |

- ATT3 I think revisit to Laguna is favourable.
- ATT4 I think revisit to Laguna is positive.
- ATT5 I think revisit to Laguna is enjoyable.
- ATT6 I think revisit to Laguna is desirable.
- ATT7 I think revisit to Laguna is good.

(d) Subjective Norms

Subjective norms also is measured by adopting the items from Meng and Cui (2020), which comprises of 3-item scale. It is measured by using 5-point Likert scales, ranging from (1) strongly disagree to (5) strongly agree.

Table 3.5 Measurement Items for Subjective Norms

| Indicators | Variables | Sources |
|------------|--|---------------------|
| SN1 | Most people who are important to me think I should revisit Laguna. | Meng and Cui (2020) |
| SN2 | Most people who are important to me would want me to revisit Laguna. | |
| SN3 | People whose opinions I value would prefer me to revisit Laguna. | |

(e) Service Quality

Service quality is measured by 32-item scale adopts from Nunkoo et al. (2020). In which it is measured by using 5-point Likert scales on a scale ranging from strongly disagree (1) to strongly agree (5).

Table 3.6 Measurement Items for Service Quality

| Indicators | Variables | Sources |
|------------|---|----------------------|
| SQ1 | The style of décor is to my liking accommodation. | Nunkoo et al. (2020) |
| SQ2 | The accommodation at is generally clean. | |
| SQ3 | The design of the accommodation is attractive. | |

- SQ4 The physical environment is what I expect in this accommodation.
- SQ5 The room size of this accommodation is adequate.
- SQ6 The bed/mattress/pillow are comfortable.
- SQ7 This room in this accommodation is quiet.
- SQ8 The check in procedure at the accommodation is good.
- SQ9 Luggage transfer is adequate.
- SQ10 In general, the front desk employees are able to solve my problems.
- SQ11 The food and beverage in this accommodation are of high quality.
- SQ12 Cultural differences are taken into account in the menu proposed.
- SQ13 There are a variety of food and beverage facilities at this accommodation.
- SQ14 This accommodation provides me with opportunities for social interaction.
- SQ15 I feel a sense of belonging with other customers at this accommodation.
- SQ16 I have made social contacts at this accommodation.
- SQ17 There are accessible fire exits at this accommodation.
- SQ18 There are noticeable sprinkler systems at this accommodation.
- SQ19 The accommodation is located in a safe area.
- SQ20 The room door has adequate security features.
- SQ21 The attitude of employees demonstrates their willingness to help me.
- SQ22 The attitude of employees shows me that they understand my needs.
- SQ23 The behaviour of the employees allows me to trust their services.
- SQ24 The employees understand that I rely on their professional knowledge to meet my needs.
- SQ25 I can count on the employees knowing their jobs / responsibilities.
- SQ26 The employees managed to deal with all my needs.
- SQ27 The employees are competent.
- SQ28 I am generally impressed with the behaviour of the other customers.

| | |
|------|--|
| SQ29 | My interaction with the other customers has a positive impact on my perception of this accommodation's services. |
| SQ30 | The waiting time for service is reasonable at this accommodation. |
| SQ31 | The employees of this accommodation understand that waiting time is important to me. |
| SQ32 | The employees of this accommodation try to minimise my waiting time. |

(f) Destination Image

Destination image is measured by 5-item scale, which is adopted from Stavrianea and Kamenidou (2021) by using 5-point Likert scales, ranging from (1) strongly disagree to (5) strongly agree.

Table 3.7 Measurement Items for Destination Image

| Indicators | Variables | Sources |
|------------|--|---------------------------------|
| DI1 | The destination has a good natural environment. | Stavrianea and Kamenidou (2021) |
| DI2 | The destination is clean. | |
| DI3 | The environment is not polluted in this destination. | |
| DI4 | The destination has a beautiful natural landscape. | |
| DI5 | The destination has a variety of outdoor activities. | |

(g) Demographic Variables

To add insights to the present study, demographic variables are included to add background knowledge on current study. This section consists of open and close ended questions. The items of demographic data comprise of nationality, age, gender, race, marital status, employment status, monthly income, length of stay, and number of visits.

3.11.3 Structure of The Questionnaire

After determining the items for each construct, all elements were combined to create a questionnaire. A cover page and a cover letter explaining objective of the study and ethical deliberations were included on the front page of the questionnaires (Refer Appendix 2). The importance and goal of the study were described to emphasise that the results were treated confidentially, and to explain how the data were used for. Each set of the questionnaires was printed on A4-sized paper. The items were printed in black and white and typed with Times New Roman, font size 11. The researcher avoids using small and coloured fonts, which may reduce the readability of the items. On average, each respondent took about 15 to 20 minutes to complete the questionnaires after testing the application.

Cover Letter : A cover letter was attached to each questionnaire. It explains the objective of the proposed study and ethical deliberations of this study.

Part A : This part probes on the factors influencing tourists' revisit intention.

Part B : This part investigates on PBC.

Part C : This part examines on the factors of tourists' attitude towards their behavioural intention.

Part D : This part observes on the subjective norms, whether the tourists are influence by other people to perform the behaviour or not.

Part E : This part investigates on service quality to evaluate tourists' expectation of receiving service and the actual service provided.

Part F : This part probes the destination image performance whether it is based on the expectation of tourists.

Part G : This part measures on respondents' basic demographic information.

3.12 Questionnaire Translation

As mentioned earlier, the current study employed validated quantitative measures derived from past literature. All of the measurements used in this study are written in the source language (English) and have been tested previously mostly in western countries. Since this research was done in Malaysia and the sample of this study consists of non-English speakers, the questionnaire needed to go through the translation process in an attempt to minimise any possible variance due to cultural and linguistic differences (Sperber, 2004), as well as to ensure that the local tourists are able to understand the questionnaire. The professional translation was performed by Dr. Che Wan Ida Rahimah binti Che Wan Ibrahim from English Learning Centre, UMT (Refer Appendix 3).

3.13 Pilot Test

A pilot test was conducted prior to the main data collection for this study in order to determine the length of time required to complete the questionnaire, to analyse the respondents' understanding regarding the questions, and to improve the efficiency and effectiveness of the research process. After the pilot test, the items were re-evaluated in terms of comprehensibility and the possibility of repetition (Karamustafa & Ülker, 2020).

Consequently, the questionnaires were distributed to 30 people who has an experience in visiting an island specifically Redang Island to seek for their understanding towards the statements. Respondents were reasonably aware about the objectives of the research and familiar with the environment and Laguna. The feedback from the subjects were recorded and then the instrument was refined for clarity and completeness. The time taken to complete the questionnaires was also recorded. Through this procedure, the researcher was able to detect some grammatical errors and unclear item wording.

Based on the comments made by respondents in the pilot study, several weaknesses of the questionnaire were identified. For instance, it was suggested that providing more space between each group of questions within the same part would make the questionnaire easier to read. The respondents also suggested that the instructions written to each group of questions should be further simplified and for questions which cover more than one page, the scale should be provided on each page. The questionnaire was modified and refined before the data collection was carried out.

Based on the data collection from the pilot study, a preliminary validity and reliability analyses were performed using SPSS software. The reliability was examined by Cronbach's alpha test to assess the internal consistency of each instrument used in this study (Refer Appendix 4). Generally, Cronbach's alpha is the most widely used criterion for internal consistency reliability (Urbach & Ahlemann, 2010). According to Hair, Risher, Sarstedt and Ringle (2019), the measurement models that have fulfilled all of the essential requirements may proceed with structural model testing. Measurement items are considered reliable if they consistently measure the ideas that they are designed to assess. Measurement items, on the other hand, are considered valid if they accurately measure their intended concept.

3.14 Data Analysis Method

The data analysis process involves assigning data to the constructs and establishing links between the constructs. Two statistical approaches were used to examine the collected data. The data collected from the completed questionnaires were analysed using a series of processes. Initially, the data was processed (edited, coded, classified) and then keyed in as input to the IBM Statistical Package for Social Science (SPSS). The same software was used to run the descriptive analysis. Then, the data were processed and analysed using a form of the structural equation model (SEM).

3.14.1 Statistical Package for Social Science (SPSS)

In the first step of the data analysis, SPSS was utilised as the primary tool for all data entry, data definition, and data preparation processes (Sujood et al., 2021). This package is an extensively used statistical calculation tool as it offers a vast array for programs for various analyses (Wang, Wong, Narayanan & Chee 2019). Prior to conversion into a data file, all responses were coded first. In order to verify the data that has been collected, a few data screening procedures were conducted to test the data normality, identifying data entry error, and ensuring that there is no missing data the by using Estimation Maximisation (EM) and outliers.

Besides, the number of occurrences of the categorical data for the demographic profile was examined using the same application, via frequency and descriptive analysis distributions. Prior to any research model assessment, data preparation is performed to ensure that the collected data is appropriate and accurate for the study. So, all collected data in this study were edited, coded, and then keyed into the software (Cooper & Schindler, 2014).

3.14.2 Structural Equation Modelling (SEM)

This part explains and determine the uses of statistical method. Its capability to concurrently analyse a number of interconnected dependency connections across sets of constructs represented by numerous variables while accounting for measurement error has contributed to the SEM's broad applicability (Ali, Rasoolimanesh, Sarstedt, Ringle & Ryu, 2018). In other words, SEM examines the structure of inter-relationships expressed in the series of equations, similar to a series of multiple regression equations. SEM helps researchers to assess the unidimensionality, reliability, and validity of each construct. Besides, SEM provides an overall test of model fit and individual parameter estimate tests simultaneously (Hair, Hult, Ringle, Sarstedt & Thiele, 2017). According to Mueller (1997), SEM has the potential to help "bridge the gap between the theoretical and empirical aspects" of social science research. By extending the more basic concepts of correlation and regression, SEM incorporates several strategies for hypothesising,

analysing, and interpreting relations between sets of variables through the combination of factor analysis and linear regression (Leguina, 2015).

Partial least squares structural equation modelling (PLS-SEM) is one of the variance-based SEM (Leguina, 2015) has undertaken quick improvement and has received attention in a spectrum of areas, including international management, marketing, strategic management, and tourism (Khan et al., 2019). PLS-SEM has been widely applied as the data analysis techniques. In general, PLS can used either for theory confirmation and theory development (Chin & Marcoulides, 1998; Hair, Sarstedt & Ringle, 2019). Besides, through the usage of SmartPLS (Leguina, 2015), PLS-SEM is efficient in analysing a complex model and delivers higher accuracy on prediction accuracy (Hair, Ringle & Sarstedt, 2011; Hair et al., 2019).

This study objective provide a new insight in exploring theoretical extensions, thus it is parallel with the requirement of using PLS-SEM by Hair et al. (2019). The premise of this research is more on theory testing. The first criterion for assessing a reflective measurement model in PLS-SEM is examining the internal consistency of reliability and validity of measures. Consequently, only validated measurements, which were well-supported by theory, were applied to measure all constructs. Accordingly, this study utilised SmartPLS 3.3 to test the hypotheses.

The following subsections discuss the guidelines used to access the measurement model. The software employs a two-stage procedure: i) measurement model assessment; and ii) structural model estimation. These stages are further elaborated as follows:

3.14.3 Measurement of Model Assessment

Item reliability and validity are the main focus of Measurement Model Assessment. According to Hair et al. (2019), researchers may proceed with structural model testing after all of the required criteria are met by the measurement models. Measurement items are deemed reliable if they consistently measure the concepts that

they intend to measure. On the other hand, measurement items are deemed to be valid if they measure their intended concept well. Convergent validity and discriminant validity were performed to test whether or not the measurement model in this study is reliable and valid.

(a) Indicator Reliability (Outer Loadings)

Reliability refers to consistency or repeatability over time. To assess reflective measurement models, internal consistency reliability as well as convergent and discriminant validity must be established. Internal consistency reliability was traditionally assessed using Cronbach's alpha. However, composite reliability (CR) is recommended as it is more appropriate, since it considers the indicators' differential weights (Hair, Matthews, Matthews & Sarstedt, 2017).

According to Urbach and Ahlemann (2010), if an indicator truly measures what it is intended to measure, then, the indicator is reliable. Indicator reliability is conducted to test the extent to which the indicators are consistent with what they intend to measure (Urbach & Ahlemann, 2010). This study applied the cut-off value of 0.7 to determine the significance value of each indicator (Hair et al., 2019). Loading values equal to and greater than 0.7 are acceptable, if the summation of loadings in high loading scores, contributing to AVE scores of greater than 0.5. Table 3.8 below is the value of Cronbach's alpha of each variable based on the previous study.

Table 3.8 The Value of Cronbach's Alpha of Previous and Current Study

| Author | Variables | Cronbach's Alpha of previous study | Cronbach's Alpha of current study |
|-------------------------------|-----------|------------------------------------|-----------------------------------|
| Tajeddini et al. (2021) | TRI | 0.820 | 0.918 |
| Meng & Cui (2020) | PBC | 0.812 | 0.878 |
| Nimri et.al (2020) | ATT | 0.923 | 0.970 |
| Meng & Cui (2020) | SN | 0.925 | 0.912 |
| Nunkoo et al. (2020) | SQ | 0.980 | 0.973 |
| Stavrianea & Kamenidou (2021) | DI | 0.930 | 0.953 |

(b) Convergent Validity

In PLS, measurement models' validity evaluation focusses on convergent validity and discriminant validity. Normally, convergent validity can be determined using the Average Variance Extracted (AVE). Fornell and Larcker (1981) underlined the condition that the AVE of a construct should be at least 0.5 in PLS for convergent validity to be achieved, indicating that the construct explains more than half of its indicators' variance. To complement the verification of this study's convergent validity, we also calculated the validity of the AVE before concluding that all of the latent variables attained the set criteria.

(c) Discriminant Validity

The second type of validity evaluation is discriminant validity. Discriminant validity refers to the degree to which measures of different concepts are not correlated to each other (Bougie & Sekaran, 2019). The Fornell-Larcker's criterion (Fornell & Larcker, 1981) and cross-loading (Chin, 1998) are the two measures of discriminant validity commonly used in PLS. Discriminant validity shows that two measures that are not supposed to be related are in fact, unrelated (Urbach & Ahlemann, 2010). Once the component score of each latent variable correlates with that of all other items, cross-loading is present (Chin, 1998). There is no interchangeability between indicators of different constructs, if, compared to any other construct, the loading of each indicator

for its designated construct is higher. As per the Fornell-Larcker criterion, the AVE of each latent variable should be greater than the latent variable's highest squared correlation with any other latent variable; therefore, a latent variable must share more variance with its assigned indicators than with any other latent variable.

Besides the above-given guidelines, Henseler et al. (2015) recommended testing the Heterotrait-Monotrait (HTMT) value whether it is significantly different from 1.00 via bootstrapping. HTMT could also be tested at a lower threshold value such as 0.85 or 0.90, depending on the study context (Franke & Sarstedt, 2019).

3.14.4 Measurement of Structural Model

The structural model was assessed after the establishment of the measurement model. The model's capabilities to predict one or more target constructs were determined in this step (Hair, Hollingsworth, Randolph & Chong, 2017).

(a) Assessment of Collinearity Issues

To ensure that the data introduces no bias to the regression results, the structural relationships were assessed and collinearity issues were determined, because indicators' information can become redundant due to a high level of collinearity and this may cause indicators to be nonsignificant (Mason & Perreault, 1991). Studies have stated that predictor constructs could have a high probability of collinearity issues if they have a VIF value of above 5; whereas others say that lower VIF values (3 to 5) could also indicate collinearity problem (Kock & Lynn, 2012). Therefore, the researcher should aim for a VIF value of 3 and lower. One method to address collinearity is to create models that are theory-supported and with a higher order (Kock, 2015).

(b) Structural Model Relationship

As part of the hypothesis testing in this study, the results of each path relationship in the model were generated using a bootstrapping procedure (a nonparametric test in PLS). In bootstrapping, the original sample is replaced with

repeated random sampling to obtain the standard errors for hypothesis testing and to create a bootstrapped sample (Hair et al., 2011). Chin (2010) suggested performing bootstrapping with 1000 re-samples. To test significance level, the bootstrapping function in SmartPLS 3.3 software was used to generate the t-statistics for all paths. The bootstrapping was set to 0.05 significance level, with a one-tailed test and 1,000 subsamples.

This study followed Ramayah, Cheah, Chuah, Ting and Memon (2018) for the path coefficients, the standard errors, t-values, and p-values for the structural model using a 1,000-sample re-sample bootstrapping procedure.

(c) The coefficient of Determination (R^2)

This coefficient indicates the predictive accuracy of the model and is calculated as the squared correlation between a specific endogenous construct's actual and predicted values. This coefficient measures the variance that can be explained by each of the endogenous constructs (Shmueli, 2010). As PLS-SEM aims to explain the endogenous latent variance, the objective is to achieve a higher R^2 value. The exact interpretation of the R^2 value level depends on the research discipline (Hair et al., 2017). Generally speaking, however, Cohen (1988) suggested that R^2 values for endogenous constructs are evaluated as follows: 0.02–0.12 is weak, 0.13–0.25 is moderate, and 0.26 and above is substantial.

(d) Effect Size (f^2)

The f^2 measures the relative impact of a predictor construct on endogenous constructs. Effect size enables the researcher to analyse the relative impact of a predictor construct on an endogenous construct in the structural model (Leguina, 2015). As stated by Sullivan and Feinn (2012), besides the p-value, it is also important to report effect size (substantive significance) and p-value (statistical significance). Cohen (1988) introduced a guideline to measure effect size where the values of 0.02, 0.15, and 0.35 correspond to small, medium, and large effect sizes, respectively.

3.14.5 Moderation Analysis

A moderator is described as an independent variable or construct which changes the strength or direction of the relationship in the model between two constructs (Hair et al., 2017). This study investigated only one moderator, which is PBC (Figure 3.1). It is predicted that a higher PBC will strengthen the attitude and subjective norms in terms of tourists' revisit intention.

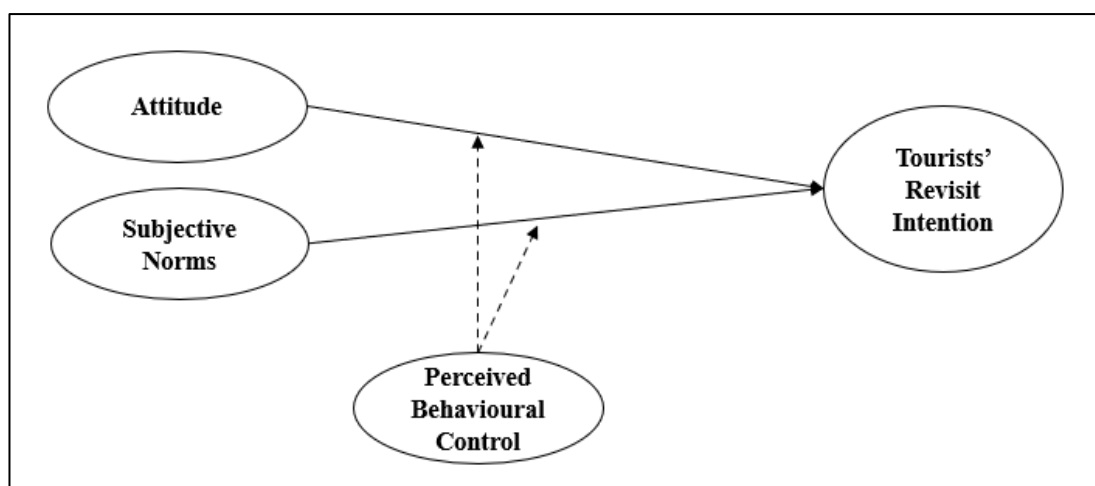


Figure 3.2 Moderation Relationship

This study used continuous types of data as the moderator, while the analysis of data was done with the assistance of SmartPLS 3.3 software. The moderation assessment followed the Orthogonalising Approach (Henseler & Chin, 2010). This approach builds on the indicator approach and requires the creation of all product indicators of the interaction term (Ramayah et al., 2018). The effect size was calculated using the following formula:

$$f^2 = \frac{R^2 \text{ included moderator} - R^2 \text{ excluded moderator}}{1 - R^2 \text{ included moderator}}$$

Based on the moderating relationship guideline by Cohen (1988), the standards for small, medium, and large effects sizes have a value of 0.02, 0.15, and 0.35, respectively.

3.15 Ethical Considerations

It is vital that participants are made aware about their contribution, role, and participation (Rashid, Rashid, Warraich, Sabir & Waseem, 2019). In this study, it was planned that before the survey process, a few ethical considerations would deliberately be taken care of. Considering some ethical issues given by Kumar (2018), the following steps were performed to collect information from the subjects.

Gathering information: Before the data collection was performed or before any subjects participated the survey, informed consent from the subjects was attained. All participants were made aware that their participation was voluntary and that they were allowed to withdraw from the studies at any point.

Seeking consent: Before seeking consent, the researcher must ensure that all subjects were informed of the type of information collected, why the information was gathered, the survey objective, the manner of their participation, and the effect the study on them.

Sensitive information: In order to protect the gathered data, all participants were treated as anonymous and all information obtained was kept strictly confidential. The confidentiality of data was explained to all respondents.

3.16 Chapter Summary

This chapter outlines the research design and methodology carried out for the research and the hypothesis testing. All of the developed hypotheses were verified using the quantitative approach. In this study, previous works were used as a basis to develop all model constructs. Additionally, the data collection procedure was described, including details on population and sampling, the selected scale for each construct, and pilot test, as well as the data analysis method. Overall, this chapter explains the process employed to gather the data in ensuring it is done is a proper procedure. The chapter ends with a discussion of issues of ethical considerations.

CHAPTER 4

RESULTS

4.1 Introduction

This section presents the result of this study, starting from the statistical analysis of the collected data to the test of research hypotheses. The section starts with an overview of the data analysis process before the PLS-SEM assessment is performed. In addition, the descriptive statistics of the respondents' profile is incorporated to understand their demographic factors. The assumptions underlying the multivariate analysis are also presented. Next, the chapter explains the basic descriptive statistics of the tourists' revisit intention to Laguna. The results of PLS path analyses are presented in measurement model and structural model. To verify the validity and reliability of the measurement model and items in this study, the results of the measurement model are assessed. The hypotheses testing is analysed based on the structural model and lastly, the predictive relevance of the current work is shown. An assessment of the moderation connection between the factors is also performed.

4.2 Preliminary Data Analysis

Preparing the information is the first stage in data analysis before evaluating the research model. Data preparation involves editing, coding, and data entry to ensure the precision and adequacy of the data (Cooper, Schindler & Sun, 2014).

4.2.1 Data Editing and Coding

Data collection, management, and analysis are integral parts of all scientific research. This study utilised a manual paper-based data collection technique. After completing the data collection process, editing of the raw data was carried out to ensure the completeness of the data and to adjust individual errors in data records. Editing is a common research practice (Leahey, Entwisle & Einaudi, 2003) and it is regarded as an essential step because errors in survey data may cause complications in further processing and reduce user confidence (Granquist, 1997). Following a recommendation from Bougie and Sekaran (2019), "respondents who answered at least 75 percent of the questionnaire" were included for sampling purposes.

The next step is the coding process whereby the raw data were manually entered into a data file in SPSS. There are two major ways to exercise this process: pre-coding or post coding. This research applied the pre-coding method where the data were assigned with numbers or symbols to facilitate the measurement of items into a certain number of groups or categories (Hair et al., 2017). All question items were pre-coded with numerical values between one and five, with 1 indicated strongly disagree and 5 indicated strongly agree. Frequency analyses were conducted for each variable to screen for out-of-range values. Any out-of-range values were revisited and corrected where appropriate.

4.2.2 Data Cleaning

As explained previously, data cleaning involves the process of checking for data entry errors and missing values.

4.2.3 Data Screening

Data screening is necessary in ensuring that data are correctly entered, free from outliers, and to confirm that the distribution of variables are normal. Confirmation to normality is very important as it is the assumption need to fulfil in applying SEM (Tabachnick & Fidell, 2019), and thus, the data file is examined thoroughly.

(a) Blank Response

The first step in data cleaning is checking for the blank responses among the collected questionnaires. Using Microsoft Excel to conduct the procedure, the blank responses on the independent or dependent variables were removed from the sample. Following a recommendation from Bougie and Sekaran (2019), respondents who did not answered at least 25 percent of the questionnaire were not considered for sampling purposes in this research. Therefore, from around 500 returned questionnaires, only 482 were found fit for data analysis.

(b) Data Entry Error

The data error needs to be verified using SPSS 26 to ensure that data entry had been completed without any errors. In most cases, the incorrect value can be replaced with the correct value by rechecking the original survey responses.

(c) Missing Data

According to Hair, Babin and Krey (2017), missing data occurs when a respondent does not answer one or more questions, either intentionally or unintentionally. The effect of missing data is that it can diminish the statistical power of a study and may generate biased estimates that result in worthless conclusions (Kang, 2013). The gravity of missing data hinges on the configuration of missing data, the

quantity of missing data, and the reason why it is missing. SPSS 26 was employed to test on the degree of missing data. As seen in Appendix 5, missing data was found on seven items from the latent variables (PBC1, SN2, SN3, SQ14, SQ15, SQ28, and SQ29).

Hair et al. (2017) stated that as long as the missing data are minimal (below than 5%), no practical difference in results will occur. The missing data for this study were minimal and they were replaced with the variable mean responses for each variable. Mean substitution approach is the most common and widely used method to treat missing data as it is based on valid responses (Pannekoek, Scholtus & Van der Loo, 2013).

(d) Outliers

Outliers are extreme responses to particular questions or extreme responses to all questions. Bougie and Sekaran (2019) justify that an outlier is not always an error even though data errors (entry errors) are a likely source of outliers. It is vital to check for outliers carefully as outliers could affect the normality of the data which could then distort the statistical results. The outliers in this study were detected using multivariate detections on all of the independent and dependent variables.

The outliers are diagnosed using the Mahalanobis D2 measure, which is a multivariate evaluation of each observation across a set of variables using SPSS Regression with case number as the dependent variable and all non-demographic measures as independent variables. Five multivariate outliers were detected on the Mahalanobis distance measure and were checked against regression analysis using a dummy variable to assess their influence. A total of 477 cases remained after the detected outliers were deleted.

Table 4.1 Multivariate outlier detection

| No. | Mahalanobis |
|------------|--------------------|
| 1. | 26.10309 |
| 2. | 26.47451 |
| 3. | 28.68505 |
| 4. | 32.35828 |
| 5. | 59.37352 |

4.3 Normality

The first assumption in multivariate analysis is normality, which is embodied by the normal distribution assumption in each item and all linear combinations of items (Tabachnick & Fidell, 2019). As suggested by Hair et al. (2017), this study assessed the multivariate skewness and kurtosis. The results showed that the data collected was not multivariate normal: Mardia's multivariate skewness ($\beta = 6.322$, $p < 0.01$) and Mardia's multivariate kurtosis ($\beta = 66.829$, $p < 0.01$) (Refer Appendix 6).

4.4 Common Method Bias

Common method bias is a critical problem for the measurement validity in self-report research. As key informant method was used to obtain measurement scores for both independent and dependent variables, common method bias would be probably present.

A test is conducted to ascertain those responses received are free from bias, or else the conclusion derived from the results of the study could be questionable or invalid. Since data was collected using a single source, the study was first tested the issue of Common Method Bias (CMB by following the suggestions of Kock and Lynn (2012) and Kock (2015) by testing the full collinearity. Commonly recommended values are 10, 5, and 3.3; meaning that a VIF equal to or greater than the threshold value would suggest the existence of collinearity among the variables (Kock & Lynn, 2012).

In this method, all variables will be regressed against a common variable and if the $VIF \leq 5.0$, then the single source data do not contain bias and follow the suggestions of Hair et al. (2019). Refer Table 4.2.

Table 4.2 Full Collinearity Testing

| Constructs | ATT | SN | PBC | SQ | DI |
|-------------------|------------|-----------|------------|-----------|-----------|
| VIF | 3.452 | 2.464 | 2.116 | 4.165 | 2.416 |

Dependent Variable: Tourists' Revisit Intention

ATT=Attitude, SN=Subjective Norms, PBC=Perceived Behavioural Control, SQ=Service Quality, DI=Destination Image

4.5 Survey Response

Out of approximately 500 distributed questionnaires, 477 returned questionnaires were found fit for data analysis. Compared to other studies on coastal tourism conducted by Hasan et al. (2020) with 93.11% response rate (419 samples) and Girish and Park (2020) with 94% response rate (423 samples), the response rate for this study is considered acceptable at 95.4%, given the minimum sample size was targeted at 103 (refer to Section 3.5).

The questionnaires were collected within one-month period (8 October 2021 till 2 November 2021). This study used a self-administered questionnaire, which was distributed to tourists who were staying at Laguna. There are a few chosen strategic spots to collect data, which were the resort lobby where the tourists were waiting to the tram to go to the jetty after checking out, Tupai Beach Bar where the tourists were enjoying the beach scenery, and the waiting room where the tourists were waiting for the ferry. Respondents were approached conveniently and were asked to fill the survey once they have fulfilled the filtering criteria by answering two filtering questions: (1) Have you answered this questionnaire before; (2) Are you staying at Laguna?

4.6 Descriptive Analysis

4.6.1 Demographic Profile of Respondents

The demographic details of the respondents are highlighted in Table 4.3. It was found that majority of the respondents were Malaysians (94.1%) and Malay (65.8%), while the rest were tourists from abroad (5.9%). In terms of gender, there are 225 male respondents (47.2%) and 252 female respondents (52.8%). Regarding their age, most respondents fall under the age of 21–30 years old (39.6%), followed by 31–40 years old (33.8%), and 41–50 years old (10.7%). Most of the respondents constituting to 72.5% had full-time employment status (Refer Appendix 7).

Table 4.3 Demographic Profile of Respondents

| Demographic Variables | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
| Nationality | | |
| Malaysian | 449 | 94.1 |
| Non-Malaysian | 28 | 5.9 |
| Age (years old) | | |
| 18–20 | 46 | 9.6 |
| 21–30 | 189 | 39.6 |
| 31–40 | 160 | 33.8 |
| 41–50 | 51 | 10.7 |
| 51–60 | 23 | 4.8 |
| Above 60 | 8 | 1.7 |
| Gender | | |
| Male | 225 | 47.2 |
| Female | 252 | 52.8 |
| Race | | |
| Malay | 314 | 65.8 |
| Chinese | 117 | 24.5 |
| Indian | 14 | 3.0 |
| Dusun | 4 | 0.8 |
| American | 11 | 2.3 |
| British | 5 | 1.1 |
| Caucasian | 5 | 1.1 |
| Canadian | 3 | 0.6 |
| Europe | 4 | 0.8 |
| Place of Origin | | |
| Johor | 31 | 6.5 |

| | | |
|-----------------------|-----|------|
| Kedah | 15 | 3.1 |
| Kelantan | 21 | 4.4 |
| Kuala Lumpur | 94 | 19.7 |
| Melaka | 16 | 3.4 |
| Negeri Sembilan | 9 | 1.9 |
| Pahang | 22 | 4.6 |
| Perak | 19 | 4.0 |
| Perlis | 3 | 0.6 |
| Pulau Pinang | 11 | 2.3 |
| Sabah | 3 | 0.6 |
| Sarawak | 7 | 1.5 |
| Selangor | 119 | 24.9 |
| Terengganu | 107 | 22.4 |
| Marital Status | | |
| Married | 287 | 60.2 |
| Single | 184 | 38.6 |
| Divorce | 6 | 1.3 |
| Employment Status | | |
| Full-time Employment | 346 | 72.5 |
| Part-time Employment | 58 | 12.2 |
| Unemployed | 48 | 10.1 |
| Retired | 16 | 3.4 |
| Business | 9 | 1.9 |
| Monthly Income | | |
| Below RM2,000 | 123 | 25.8 |
| RM2,001–RM3,000 | 69 | 14.5 |
| RM3,001–RM4,000 | 103 | 21.6 |
| RM4,001–RM5,000 | 55 | 11.5 |
| RM5,001–RM6,000 | 48 | 10.1 |
| Above RM6,000 | 79 | 16.6 |
| Length of Stay (days) | | |
| 1 | 16 | 3.4 |
| 2 | 98 | 20.5 |
| 3 | 298 | 62.5 |
| 4 | 49 | 10.3 |
| 5 | 13 | 2.7 |
| More than 5 | 3 | 0.6 |
| Number of Visits | | |
| 1 | 283 | 59.3 |
| 2 | 118 | 24.7 |
| 3 | 44 | 9.2 |
| 4 | 14 | 2.9 |
| 5 | 8 | 1.7 |
| More than 10 | 10 | 2.1 |

4.7 Assessment of Measurement Model

As suggested by Anderson and Gerbing (1988), the measurement model was developed using a two-step approach using Smart PLS 3.0 (Ringle, Wende & Jan-Micheal, 2015). The measurement model was evaluated to determine the validity and reliability of the measurement items by examining the individual loadings, internal composite reliability, and discriminant validity by following the guidelines of Hair et al. (2019) and Ramayah et al. (2018). Next, the structural model was run to test the hypothesis developed.

4.7.1 Construct Validity and Reliability

Construct validity assessed the appropriateness of a test measures the intended construct, and it is constituted of convergent validity and discriminant validity (Bougie & Sekaran, 2019). For the measurement model, the researcher needs to assess the loadings, average variance extracted (AVE), and the composite reliability (CR) (refer to Appendix 8 and 9). The values of loadings should be ≥ 0.5 , the AVE should be ≥ 0.5 and the CR should be ≥ 0.7 . The rule of thumb suggested by Hair et al. (2019) is that the items with loadings below 0.50 should be dropped. Based on the results of the measurement model, no items need to be deleted as all the items were deemed to have significant loadings, confirming the convergent validity. Additionally, in this research, all the CR and AVE values have exceeded the cut-off value as shown in Table 4.4. Thus, it can be concluded that the measurements are reliable.

Table 4.4 Measurement Model

| Constructs | Items | Loadings | CR | AVE |
|-------------------|-------|----------|-------|-------|
| Attitude | ATT1 | 0.860 | 0.954 | 0.749 |
| | ATT2 | 0.875 | | |
| | ATT3 | 0.871 | | |
| | ATT4 | 0.906 | | |
| | ATT5 | 0.871 | | |
| | ATT6 | 0.820 | | |
| | ATT7 | 0.852 | | |
| Destination Image | DI1 | 0.892 | 0.951 | 0.795 |
| | DI2 | 0.906 | | |
| | DI3 | 0.891 | | |

| | | | | |
|-------------------------------|------|-------|-------|-------|
| | DI4 | 0.882 | | |
| | DI5 | 0.888 | | |
| Perceived Behavioural Control | PBC1 | 0.778 | 0.869 | 0.690 |
| | PBC2 | 0.903 | | |
| | PBC3 | 0.806 | | |
| Subjective Norms | SN1 | 0.904 | 0.935 | 0.827 |
| | SN2 | 0.941 | | |
| | SN3 | 0.882 | | |
| Service Quality | SQ01 | 0.670 | 0.973 | 0.533 |
| | SQ02 | 0.715 | | |
| | SQ03 | 0.693 | | |
| | SQ04 | 0.743 | | |
| | SQ05 | 0.708 | | |
| | SQ06 | 0.750 | | |
| | SQ07 | 0.716 | | |
| | SQ08 | 0.695 | | |
| | SQ09 | 0.727 | | |
| | SQ10 | 0.736 | | |
| | SQ11 | 0.665 | | |
| | SQ12 | 0.728 | | |
| | SQ13 | 0.745 | | |
| | SQ14 | 0.750 | | |
| | SQ15 | 0.747 | | |
| | SQ16 | 0.647 | | |
| | SQ17 | 0.713 | | |
| | SQ18 | 0.706 | | |
| | SQ19 | 0.800 | | |
| | SQ20 | 0.754 | | |
| | SQ21 | 0.763 | | |
| | SQ22 | 0.766 | | |
| | SQ23 | 0.810 | | |
| | SQ24 | 0.794 | | |
| | SQ25 | 0.797 | | |
| | SQ26 | 0.782 | | |
| | SQ27 | 0.718 | | |
| | SQ28 | 0.637 | | |
| | SQ29 | 0.697 | | |
| | SQ30 | 0.721 | | |
| | SQ31 | 0.749 | | |
| | SQ32 | 0.678 | | |
| Tourists' Revisit Intention | TRI1 | 0.859 | 0.919 | 0.739 |
| | TRI2 | 0.851 | | |
| | TRI3 | 0.866 | | |
| | TRI4 | 0.864 | | |

4.7.2 Discriminant Validity

Discriminant validity refers to the extent to which a construct is fully distinct from other constructs (Leguina, 2015) and it is evaluated by examining the HTMT ratio of correlations criterion suggested by Henseler, Ringle and Sarstedt (2015) and updated by Franke and Sarstedt (2019). The HTMT values should be ≤ 0.85 for the stricter criterion mode and ≤ 0.90 for the lenient criterion mode. As shown in Table 4.5, the values of HTMT were all lower than the stricter criterion of ≤ 0.85 . Taken together both of these validity tests have shown that the measurement items are both valid and reliable.

Table 4.5 Discriminant Validity (HTMT)

| | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------------------|-------|-------|-------|-------|-------|-------|
| Attitude | 0.865 | | | | | |
| Destination Image | 0.600 | 0.892 | | | | |
| Perceived Behavioural Control | 0.676 | 0.574 | 0.831 | | | |
| Service Quality | 0.782 | 0.760 | 0.667 | 0.730 | | |
| Subjective Norms | 0.745 | 0.526 | 0.610 | 0.689 | 0.909 | |
| Tourists' Revisit Intention | 0.738 | 0.592 | 0.624 | 0.671 | 0.622 | 0.860 |

4.8 Assessment of Structural Model

After the measurement model was established, the analysis was further continued with structural model evaluation. The structural models were assessed to determine the models' capabilities to predict one or more target constructs (Hair et al., 2017). The result of hypothesis testing is shown in Table 4.6. The rule of thumb for one-tailed hypotheses testing is t-value should be more than 1.645 or 2.33 and the p-value must be lower than 0.01 or 0.05 (Chan et al., 2021). As shown in the statistical results, H1, H2, H3, and H5 were found supported, meanwhile the relationship between service quality and tourists' revisit intention (H4) was found to be not significant. Moreover, the moderating effects of PBC on attitude (H6) and subjective norms (H7) on tourists' revisit intention were found to be not significant.

4.8.1 Collinearity Issues in Structural Model

The first step in the structural model is assessing collinearity issues. It is vital to safeguard against collinearity issues between the constructs before performing a latent variable analysis in the structural model. The collinearity is measured by measuring the VIF value. The threshold value for the assessment is 5, following Hair et al. (2011). In this study, as seen in Table 4.6, all of the inner VIF values for the constructs are within 2.055 to 4.187 which are less than 5 (Hair et al., 2011) thus indicating collinearity is not a concern in this study.

Table 4.6 Structural Model Assessment

| Hypotheses | Relationship | Std Beta | Std Error | t-value | p-value | BCI LL | BCI UL | f2 | VIF | Decision |
|------------|--|----------|-----------|---------|---------|--------|--------|-------|-------|--------------|
| H1 | Attitude → Tourists' Revisit Intention | 0.444 | 0.062 | 7.151 | 0.000 | 0.334 | 0.546 | 0.144 | 3.461 | Accepted |
| H2 | Subjective Norms → Tourists' Revisit Intention | 0.093 | 0.050 | 1.872 | 0.031 | 0.016 | 0.173 | 0.009 | 2.472 | Accepted |
| H3 | PBC → Tourists' Revisit Intention | 0.154 | 0.045 | 3.407 | 0.000 | 0.077 | 0.229 | 0.028 | 2.122 | Accepted |
| H4 | Service Quality → Tourists' Revisit Intention | 0.028 | 0.064 | 0.435 | 0.332 | -0.074 | 0.128 | 0.000 | 4.187 | Not accepted |
| H5 | Destination Image → Tourists' Revisit Intention | 0.165 | 0.049 | 3.366 | 0.000 | 0.094 | 0.256 | 0.028 | 2.477 | Accepted |
| H6 | PBC * Attitude → Tourists' Revisit Intention | 0.077 | 0.078 | 0.980 | 0.164 | -0.103 | 0.150 | 0.010 | 2.055 | Not accepted |
| H7 | PBC * Subjective Norms → Tourists' Revisit Intention | -0.034 | 0.047 | 0.732 | 0.232 | -0.140 | 0.027 | 0.002 | 2.091 | Not accepted |

4.8.2 Assessment of The Effect Size (f^2)

The R^2 change of 0.001 indicates that with the interaction with the addition of one interaction term, the R^2 change about 0.1% (additional variance). Next, the effect size is calculated using the following formula:

$$\begin{aligned}
 f^2 &= \frac{R^2 \text{ included moderator} - R^2 \text{ excluded moderator}}{1 - R^2 \text{ included moderator}} \\
 &= \frac{0.604 - 0.599}{1 - 0.604} \\
 &= 0.013
 \end{aligned}$$

Based on the guideline provided by Cohen (2013), the values are defined as small, moderate, and large effect sizes of 0.02, 0.15, and 0.35, respectively. Estimates of effect size describe the practical significance of an effect, independent of sample size (Fairchild & McQuillin, 2010). Therefore, based on the value of 0.013, it can be concluded that the effect size is medium.

Therefore, the study hypothesised that:

H6: The higher PBC will strengthen the positive relationship of attitude on the tourists' revisit intention.

H7: The higher PBC will strengthen the positive relationship of subjective norms on the tourists' revisit intention.

4.9 PLS Predict

Additionally, Shmueli et al. (2019) presented PLS predict, a holdout sample-based method that provides case-level predictions on an item or construct level utilising the PLS-Predict with 10-fold procedure to assess the predictive relevance. Shmueli et.al (2019) also added that if all the item differences (PLS-LM) were lower than there is strong predictive power, if all are higher than predictive relevance is not confirmed while if the majority is lower than there is moderate predictive power and

if minority then there is low predictive power. Based on Table 4.7, all the errors of the PLS model were lower than the LM model thus we can conclude that our model has a strong predictive power. (Refer Appendix 13).

Table 4.7 PLS-Predict

| Items | PLS | | LM | | PLS-LM | | Q ² _predict |
|-------|-------|-------|-------|-------|--------|--------|-------------------------|
| | RMSE | MAE | RMSE | MAE | RMSE | MAE | |
| TRI3 | 0.506 | 0.361 | 0.540 | 0.353 | -0.034 | 0.008 | 0.385 |
| TRI1 | 0.617 | 0.447 | 0.662 | 0.458 | -0.045 | -0.011 | 0.283 |
| TRI2 | 0.590 | 0.440 | 0.620 | 0.451 | -0.030 | -0.011 | 0.346 |
| TRI4 | 0.463 | 0.341 | 0.505 | 0.345 | -0.042 | -0.004 | 0.387 |

4.10 Summary of Hypotheses Testing

Based on the previous evaluation of the structural model, the assessment of the path coefficient and the t-value are used to assess the hypotheses in this study. In total, seven hypothesised relationships are tested in this research. As seen in Figure 4.6, the supported hypotheses are significant at least at the level of 0.05, have expected significant directions (i.e., positive). Table 4.8 shows a summary of all the hypotheses tested in this study. The implications of these results are discussed further in the next chapter.

Table 4.8 Summary of Hypotheses Testing

| No. | Hypothesis Statement | Decision |
|-----|--|--------------|
| H1 | Attitude → Tourists' Revisit Intention | Accepted |
| H2 | Subjective Norms → Tourists' Revisit Intention | Accepted |
| H3 | PBC → Tourists' Revisit Intention | Accepted |
| H4 | Service Quality → Tourists' Revisit Intention | Not accepted |
| H5 | Destination Image → Tourists' Revisit Intention | Accepted |
| H6 | PBC * Attitude → Tourists' Revisit Intention | Not accepted |
| H7 | PBC * Subjective Norms → Tourists' Revisit Intention | Not accepted |

4.11 Chapter Summary

This chapter explains in detail all the analyses that have been conducted both on the measurement and structural models. Firstly, the structural model demonstrates the reliability and validity of the measures. All the constructs meet the cut-off value of 0.7 for composite reliability, both loadings and AVE are above 0.5. Secondly, the validation of the structural model was tested using the R^2 values. Based on the findings, out of seven tested hypotheses, only four of them are accepted. Finally, the structural model was assessed to illustrate the moderation relationship.

CHAPTER 5

DISCUSSION AND SOLUTION

5.1 Introduction

This chapter discusses the findings of the study based on the results presented in Chapter 4. The first section presents the overall conclusion based on the results. This is followed by several relevant theoretical and practical research implications. This chapter also address the limitations of this study, as well as provides some recommendations for future research. Finally, a conclusion is presented to summarise this study.

5.2 Recapitulation of The Study

Since understanding and predicting tourist behaviour in pandemic situations is a fundamental problem for the tourism industry (Zorlu, Tuncer & Taşkın, 2022), it is worth analysing how travel attitudes, subjective norms, and PBC influence travel decision (Shin, Nicolau, Kang, Sharma & Lee, 2022). In light of this issue, the main objective of this study was to examine the factors influencing tourists' revisit intention by extending the TPB model in coastal tourism context. The current work attempted to address the following research questions through descriptive analysis and hypotheses testing.

1. To examine the influence of attitude, subjective norms, and PBC on tourists' revisit intention.

2. To investigate the influence of service quality on tourists' revisit intention.
3. To study the influence of destination image on tourists' revisit intention.
4. To explore the role of PBC as moderator in the relationship between attitude and subjective norms on tourists' revisit intention.

To answer these research questions empirically, a questionnaire survey was carried out to test the theoretical framework and the collected data were analysed using IBM SPSS and the PLS-SEM approach.

In the current study, the TPB model by Ajzen (2019) were implemented and another two independent variables which were service quality and destination image were added to evaluate tourists' intention to revisit. The results indicated that attitude, subjective norms, PBC, and destination image have positive effects on tourists' revisit intention. The following section offers plausible justifications and explanations to discuss the obtained results.

5.3 Discussion of The Findings

Due to the lack of studies on the coastal tourism in Malaysia, the main aim of this research is to conduct an in-depth investigation of the influence on tourists' intentions for revisiting Laguna as an attempt to achieve customer loyalty. The problem investigated in this research study was the inability to better ensure projected retention or repeat visits to Laguna. To answer the four research questions, a descriptive analysis carried out and seven hypotheses that were postulated in the research framework were tested.

5.3.1 Relationship between Attitude and Tourists' Revisit Intention

Li et al. (2020) stated that in addition to focussing on tourists' internal motivations, an emphasis should be given on the influence of tourists' attitudes and behaviours. While behaviour is not directly affected by attitudes, several researchers

reported that attitudes can impact behavioural intentions, and ultimately influence individual actions (Filimonau, Matute, Mika & Faracik, 2018). The relationship between attitude and behavioural intentions to revisit a destination have been a consistent theme in the tourism literature (Akter & Hasan, 2022; Girish & Park, 2020; Hasan et al., 2020; Soliman, 2019). In the current study, the relationship between attitude and tourists' revisit intention showed direct significant effect, which considered that the tourists have positive attitude towards intention to revisit. This study proved that both local and international tourists are more likely to have an intention to revisit Laguna when they have a positive attitude. The result obtained is similar to another study by Hasan et al. (2020) who concluded that marketers should work towards creating "positive attitude toward visiting beach tourism" to encourage tourists' revisit intention toward beach tourism. This finding provides strong evidence regarding the importance of tourists' attitude and behavioural intention, by adding new insights into the behaviour of local and coastal tourism industry.

In other words, attitude has been regarded as the most important construct in strengthening tourist' intention (Zorlu et al., 2022). Shrivastava, Jain, Kwon and Nayakankuppam (2021) highlighted the importance of consumers' attitude by stating that without attitudes, consumers would have to re-evaluate every product encountered afresh every day, leading to cognitive depletion. Therefore, attitudes (i.e. object evaluation associations) can efficiently guide consumers' thoughts and behaviours every day. Based on Gössling and Hall (2006), considering that negative consumer perceptions may result in a lasting negative effect on business success, it is vital to gain better understanding on consumer attitudes. Thus, it is important to determine factors that drive tourists to develop an interest towards the places and to initiate and allocate resources that could attract the tourists' attention. This, in turn, could cultivate a positive attitude towards the destination, and encourage them to become loyal by revisit the destination in future.

5.3.2 Relationship between Subjective Norms and Tourists' Revisit Intention

The present study revealed that subjective norms have a significant influence on tourists' revisit intention. The result is in line with a prior research by Hasan et al. (2020) who stated that subjective norms had significant positive influence on tourists' revisit intention. Previous studies also have noted the findings that supports the importance of reference group influence in travel behaviour (Girish & Park, 2020; Hasan et al., 2020; Hasan et al., 2020; Soliman, 2019; Zorlu et al., 2022). It is possible that the tourists made the decision to choose Redang Island as a travelling destination after considering the response or behaviours of their family, friends, and colleagues. Additionally, it is likely that they have the intention to revisit Laguna due to positive customer reviews and ratings. This is parallel to a finding reported by Tajeddini et al. (2021) as the researcher emphasised the vital role of subjective norms in triggering revisit intention in both Airbnb and hotel contexts. It can be considered that subjective norms are a primary factor influencing revisit intention as subjective norms had a substantial influence on revisit intention concerning hotel accommodations as hotels employ a well-trained, professional workforce who provide standardised services; thus, in most circumstances, create positive customer experiences. Therefore, enhancing tourists' intention through the channel of subjective norm can be an effective tool for practitioners.

Subjective norm has been extensively researched in destination marketing studies due its ability to affect tourist intention (Abdul Hamid & Mohamad, 2020). Wasaya et al. (2022) claimed that subjective norms are able to people's behaviour and this connection has been applied in explaining customers' relationship with, a brand, or a tourism attraction. Previously, Ramkissoon (2020), discovered that perceived social impacts of tourism have direct influence on both tourist revisit intention and interpersonal trust, as well as influencing tourists' loyalty. Consequently, the tourists take part in activities that are accepted by society, such as repeat visits to the same destination. Parallel with the study conduct by Lu, Xiao, Xu, Wang, Zhang and Zhou (2022), the positive relationship of subjective norms highlights the importance of people around them in the reference groups in influencing their behaviours in tourism. In conclusion, this relationship leads the researcher to conclude that tourist revisit intention

is considerably affected by their "perceived opinion about societal pressure" (Abdul Hamid & Mohamad, 2020).

5.3.3 Relationship between PBC and Tourists' Revisit Intention

According to TPB model, the more opportunity and resources individuals think they possess, the greater the PBC (Ajzen, 1991, 2019; Cop, Alola & Alola, 2020). Specifically, the TPB explains behaviour as being controlled by intention and perceived behaviour which leads to actual behaviour, such that might be difficult or easy to implement and PBC is an effect of motivational implications of behaviour through intentions (Cop et al., 2020). As hypothesised, PBC has been found as a predictor of tourists' revisit intention. This is in accordance with the finding in previous work where PBC is a predictor of intention to revisit a tourist destination (Abbasi et al., 2020; Akter & Hasan, 2022; Huang et al., 2018; Hussein et al., 2020; Meng & Cui, 2020; Poon & Koay, 2021). In the current study, it can be concluded that when the tourists believed that they have enough accessible resources and opportunities to visit Laguna, this will increase their perceived abilities when engaging in travel behaviour (Hasan et al., 2020), leading to increased revisit intention (Soliman, 2019). Moreover, when tourists had a good experience during their first visit to Laguna and consequently, developed an attachment to the destinations, it is likely that they will form an intention to revisit the place as indicated by Han et al. (2019).

5.3.4 Relationship between Service Quality and Tourists' Revisit Intention

In this study, the relationship between service quality and revisit intention has no significant. The result of this study is in line with Hasan et al. (2020) and Abbasi et al. (2020). The result can then be attributed to diversity in demographic profile of this study where majority of the respondents were Malaysians (94.1%) while the rest were tourists from abroad (5.9%). According to Abbasi et al. (2020), local tourists are more adaptable to the lower quality of service compared to foreign tourists. Moreover, the weak direct link between service quality and revisit intention could be due to the fact

that one's evaluation of service quality is so essential that it is not adequate to confirm tourists revisit intention (Hasan et al., 2020). Plus, Abbasi et al. (2020) narrated that every customer view service quality from the lens of variety of values such as reliability, assurance, empathy and tangibility. Therefore, the current study concluded that the subjective way of defining service quality by the customers does not influence their decision to revisit Laguna in the future.

Despite the fact that the current study does not regard service quality as a significant factor in encouraging revisit intention, numerous other studies disagree with this notion. From previous works, there are many results which showed positive relationships and revisit intention in various service businesses (Sirimongkol, 2022) such as museum (Wu & Li, 2015), health care industry (Lai et al., 2020; Shabbir, Malik & Janjua, 2017), and hotel industry (Sadeghi et al., 2017). In fact, service quality has been recurrently emphasised in the extant marketing literature because in competitive markets, it has become critical for firms to establish a strategy of product or service differentiation (Bradley & Wang, 2022). For instance, a hospital management should pay attention and invest notable resources in providing a high, differentiated level of service quality to their patients (Lai et al., 2020; Shabbir et al., 2017).

A previous study by Wu and Li (2015) reported that service quality is fundamental to customer satisfaction. Moreover, a recent study by Kasiri et al. (2017) implied that through service quality, customer satisfaction can be improved. The outcome service quality can be improved by providing better engaging services through enhancement of interaction and physical environment quality (Pandey & Sahu, 2020) as service quality builds credibility for the business in the eyes of the customers (Malik et al., 2018). In the hotel industry, a good service quality may be reflected in a variety of ways, but the key determinants of good service quality are cleanliness, safety, maintenance of rooms and a courteous attitude from the hotel staff. The level of service quality may vary with the product category. For example, rooms will have different prices and facility levels. Based on that, customers will have varying perceptions and expectations of the facilities that will be offered by the hotel. Kazmina, Makarenko, Provotorina and Shevchenko (2021) highlighted that accommodation is a major component of tourism infrastructure, as accommodation is a key service in a tourism

product. Factors such as the size of the room, physical appearance of the hotel building, and cleanliness in general and of the room help in shaping customer perceptions about the overall service quality.

5.3.5 Relationship between Destination Image and Tourists' Revisit Intention

In the past, researchers have attempted to operationalise destination image (Cham, Lim & Sigala, 2022) and discover its impact on tourists' behaviour and travel decision (Loi et al., 2017). Hence, the current study hypothesised that destination image could positively influence on tourists' revisit intention.

This study gains similar result with the research conducted by Abbasi et al. (2020), Song, Kim and Yim, (2017) and Zainuddin, Zahari, Radzi, Hanafiah and Ishak, (2018) as the current work also further supports the idea of destination image influences revisit intention. Since destination image is formed based on personal experiences instead of tangible products, the image formed plays a major role in cultivating revisiting intention (Nam, Oh, Hong, Lee & Kim, 2022; Styliadis et al., 2020; Wu & Liang, 2021). When tourists recall their experiences at destinations and reinterpret their meaning of the destinations, a destination image is formed (Frías-Jamilena, Castañeda-García & Del Barrio-García, 2019; Nam et al., 2022) and the better the image of the destination, the more people will be attracted to visit or revisit the destination (Hashemi, Mohammed, Kiumarsi, Kee & Anarestani, 2021). As Redang Island is well-known destination and has been featured in major magazines and online websites, this helps to portray a positive image to encourage revisit intention among the local and international tourists. The finding of this research might strongly make an impact on marketing programmes, tourism planners, and hotel managers with their marketing strategies, and enhancing the destination image.

Given the destination image's multifaceted and growing influence on whether tourists visit a destination (Huang & Veen, 2019), the concept has been studied in various fields and shown to influence tourists' decision-making processes (Lee & Jeong, 2018). Al-Ansi and Han (2019) stated that destination image greatly influences tourists'

selection of their destinations, and for the destinations whose primary purpose is to attract tourists, it can be a pivotal element in their marketing strategies with the development of the tourism market, the destination industry has become essential for economic revitalisation (Assaker & O'Connor, 2021; Nam et al., 2022). This is because, when choosing destinations, tourists typically consider the total of all the factors influencing the appeal of the destinations (Chaulagain, Wiitala & Fu, 2019; Kim & Malek, 2017; Nam et al., 2022). In turn, those factors affect tourist satisfaction, which, consequently, has a positive effect on tourists' intention to recommend and revisit certain destinations (Kim, Kim & Park, 2021).

5.3.6 The Moderating Effect of PBC on Attitude and Subjective Norms in Relation with Tourists' Revisit Intention

In the original formulation of the TPB model, it denotes that PBC will moderate the effects of attitude and subjective norms on intention (Akter & Hasan, 2022; La Barbera & Ajzen, 2021). Since the relationship of subjective norms with PBC are very limited in tourism literature (Ajzen, 2019; Akter & Hasan, 2022; La Barbera & Ajzen, 2021), the researcher referred to reports on the interaction effects of TPB components on behavioural intention in the context of Islamic tax compliance, low-carbon tourism, luxury purchase intention, and organic food consumption (Akter & Hasan, 2022; Bin-Nashwan et al., 2021; Jain, 2020). In a study regarding Islamic tax (Zakah) compliance behaviour among businessmen in Yemen, it was found that when PBC is high, their attitude and subjective norms on compliance behaviour are improved (Bin-Nashwan et al., 2021). In term of tourism context, if a tourist possess adequate access to resources and opportunity, they would have great perceived abilities in engaging a travel behaviour (Hasan et al., 2020). Similarly, Hasan et al. (2020) claimed that, customers' PBC has a direct influence on their attitudes toward a brand, product and purchase intention.

However, the current study concluded that the moderating effect of PBC on attitude and subjective norms in relation with tourists' revisit intention showed an insignificant effect. The results are consistent with the previous studies in the context

of luxury purchase intention (Jain, 2020) and the use of urban green spaces (Wan, Shen & Cho, 2018) which reported that the interaction between subjective norms and PBC failed to significantly influence behavioural intention.

Practically, the proposed model presents effective findings in explaining tourists' revisit intention in beach tourism settings. The results can also be seen as a useful tool to evaluate tourists' revisit intention in other sorts of nature-based tourism (Hasan et al., 2020). These nonsignificant results are not surprising at the backdrop of the study findings where it illustrates that the tourist who holds a weak attitude toward revisit intention and the decision are not concerned about any social norms or approvals (Akter & Hasan, 2022).

5.4 Research Implication

5.4.1 Theoretical Implications

To date, studies exploring the issues of human behaviour from the coastal tourism point of view in the context of a developing country (Hasan, Ray & Neela, 2021), such as Malaysia, are rather scant. Seeing as Malaysia is recognised worldwide as one of the top tourist destinations (Moorthy, Salleh, Jie, Yi, Wei, Bing & Ying, 2021) and coastal tourism serves as an important income source for numerous countries (Buzzi et al., 2021), the findings obtained in this study will be contributing towards enriching the literature on the extension of TPB model and the scope of behavioural intention combining constructs places in and of out of the structural boundaries which aligns with recent call in the TPB literatures. By examining the factors influencing tourists' revisit intention to Laguna, the current research has explained how attitude, subjective norms, and PBC affect one's decision to revisit the destination (Abbasi et al., 2020; Akter & Hasan, 2022; Torabi et al., 2022). This study also confirms the applicability of TPB model in explaining tourists' behaviour, especially in a developing country like Malaysia.

Next, this study offers a deeper input regarding the concept of tourists' revisit intention, which is necessary as minimal evidence was found in the topic area. The study extends the current research on the human behavioural intention in coastal tourism industry. In this regard, considering the intention to revisit at a particular destination has been argued yet to be fully investigated (Halimi et al., 2021; Han et al., 2019). This study used service quality and destination image to extend the TPB and enhance the tourism-related body of knowledge, resultantly could elucidate a great proportion of their revisit intention and showed the compatibility of the model. The inclusion of these variables extends the current tourism literature, as no other study has provided a holistic model by inclusion all studied factors to reveal their effect on tourist revisit intention.

Although many studies have been published on TPB model in tourism industry (Abbasi et al., 2020; Akter & Hasan, 2022; Girish & Park, 2020; Halimi et al., 2021; Han et al., 2019; Huang et al., 2018; Hussein et al., 2020; Meng & Cui, 2020; Nimri et al., 2020; Soliman, 2019; Tajeddini et al., 2021; Zorlu et al., 2022), the discourse and investigation on the subject matter in the context of Malaysia is still in its infancy. This study is the first to implement the TPB model in the context of tourism industry in Malaysia specifically in coastal tourism. Additionally, this study offers empirical observation that could be relevant for tourism industry in developing country hence filling in the gap in terms of generating a more localised perspective of the subject matter.

Lastly, this study presents some interesting results, especially pertaining to the moderation effect of PBC between attitude and subjective norms in relation with tourists' revisit intention, as it shows insignificant relationship which is parallel with the study conducted by Abbasi et al. (2020) and Hasan et al. (2020). Regrettably, the direct effect of service quality and tourists showed insignificant effect. Although results contradict several of earlier studies, this finding still enhances the extant body of knowledge, especially in the context of tourism in Malaysia. Therefore, the application of the TPB in the Asia-Pacific context sheds new light to the path model of the TPB and open the vistas of opportunities for future researchers to investigate how these elements can be explored for future studies.

5.4.2 Practical Implications

This section deliberates the main points derived for large manufacturing firms and policy makers based on the findings of this study.

i) For Industry Practitioners

First, the finding of the factor that influence tourists' revisit intention on the extension of TPB model provide strategic direction on tourism industry in Malaysia. This will help management team better understand how tourists behave and what external factors will greatly affect their behaviour during the visitation. Amongst the factors of the TPB model, attitude has the strongest effect on the intention construct, followed by subjective norms, and the PBC. This conclusion is similar to earlier studies in tourism industry by Abbasi et al. (2020), Meng and Choi (2019), and Soliman (2019).

Moreover, this research is meaningful for both local and global tourist destinations managers who seek to reach and influence tourist revisit intention. To enhance the competitive advantage, tourist destinations should develop their strategies on achieving a greater tourists' behavioural intention by providing greater image and quality service to increase their intention to revisit (Cham et al., 2021; Loi et al., 2017). For instance, a tourist's satisfaction can be attained by delivering service that is beyond the tourist's expectation, providing greater value to assure that both local and international tourists that they had made the right decision (Abbasi et al., 2020).

Especially, in the context of this study's findings, which indicate that the tourist service quality and the moderation effects of PBC are found insignificant in this study, this implies that there are other factors that draw demands to entice tourist revisit intention, which both academicians and practitioners need to be extremely cognizant of such factors. Researchers can use these extended insights to focus on exploring the detail of specific constraints of coastal tourism intention which in this study is perceived capacity so that more informed and market-oriented offers can be made by tourism practitioners (Akter & Hasan, 2022). Furthermore, the positive effect of destination

image on tourists' revisit intention highlights the importance of tourist destination spot. The link between destination and visitor is often through destination image, and the image will influence tourist's choice of destination (Phi et al., 2021). Managers of tourist destinations and the service providers, therefore, should safeguard that frontline staff uphold high levels of service to incoming tourists (Abbasi et al., 2020). As such, service providers could place larger weight on providing training that encourages employees to deliver quality service to customers and promote a positive image of their area (Loi et al., 2017).

There is no doubt, blunders and mistakes are unavoidable in tourism activities, but the crucial point in service activities of tourism is to rectify tourists' difficulties to fascinate their attention and consequently retain them (Abbasi et al., 2020). As the Asian market gaining increasing importance in the global economy, this study offers much needed insights for marketers to target tourists to visit again (Patwary et al., 2022; Seow et al., 2017). It is also noteworthy for destinations marketers to notice that the results of this study also imply that tourist perception of service quality does not affect tourist revisit intention, unless there are satisfied. Once tourists are satisfied, they will start inculcating intention to revisit (Shoukat & Ramkissoon, 2022). Therefore, Laguna Redang Island Resort needs to give more attention to elements that can stimulate tourist satisfaction, which ultimately affects tourist perception of service quality, enhances the image of tourist destination image and creates more urge to revisit. Comprehending and developing the knowledge driven from this study will enable the tourism industry within the country to strategize to achieve the competitive advantage in this lucrative industry.

ii) For policy maker

For destination marketing organisations, considering all of these factors when developing tourism marketing strategies can be beneficial. However, marketers and policy makers need to decide how to allocate their efforts and resources to increase the revisit rate based on the relative strengths of the factors that influence behavioural intention (Han et al., 2019). This is because the impact of tourism on countries and local destination economic growth has been widely confirmed and boost the competition

between countries in the tourism industry (Hung, Dey, Vaculcikova & Ahn, 2021). Thus, policies and marketing communications should target current tourists by focussing on increasing attitude and subjective norm rather than reducing the perceived difficulty of revisiting the destination (Abbasi et al., 2020; Han et al., 2019).

Repeat tourists seem to be mostly influenced by their salient referents' suggestions or their referents' evaluations of visiting a destination based on actual travel experiences (Han et al., 2019). Since repeat visitors are the main contributors towards the profitability of tourism and hospitality industries, it is necessary to devise strategies in increasing the repeat visitation rate (Rice & Khanin, 2019). Therefore, marketers should provide tourists with opportunities to communicate their on-site experiences with their travel companions and significant others (i.e. family, relatives, friends, and colleagues) during and after traveling (Han et al., 2019). It is possible that this method will result in lessen repeat tourists' concerns about future visits and decrease their perceptions of destination changes (Hu & Xu, 2021).

Presenting or sharing the benefits of coastal tourism, including enjoyment of tranquil landscapes, discovery of local heritage, and experience of local culinary products, through messages or images in various media and communication tools, such as social networking sites, may generate favourable perceptions of current tourists and their important others toward coastal tourism (Han et al., 2019). This outcome ultimately induces revisit intention. By increasing the number of returning tourists, Laguna can effectively move toward long-term sustainability and tourism development. The government of Malaysia must make available clear and effective policies that provide the strategic direction to encourage tourism industry (Salinas Fernández, Guaita Martínez & Martín Martín, 2022). In conjunction with this initiative, government might provide more incentives for tourism sectors (Foo et al., 2020; Mustapha et al., 2020).

Furthermore, destination image is contingent on several practical aspects, e.g. tourist amenities, safety, and cleanliness (Abbasi et al., 2020; Loi et al., 2017). Therefore, a favourable image inspires tourists to make return visits, but unhappy and unsatisfied tourists may not revisit a destination, even though they perceive destination image positively, especially when the practical aspects are mediocre to those elsewhere

(Abbasi et al., 2020; Cham et al., 2021; Ćulić, Vujičić, Kalinić, Dunjić, Stankov, U., Kovačić, Vasiljević, & Anđelković, 2021). Therefore, to enhance the destination image, both local businesses and the government can help to create a positive destination image from tourists' perspectives (Abbasi et al., 2020; Hashemi et al., 2021). Moreover, destination image can be improved by incorporating several parameters into the processes of the evaluation of beach management practices such as water quality, safety, public education, and facilities (Jansri et al., 2020).

5.5 Study Limitation

The findings discovered in the current work will contribute towards the formulation of marketing strategies and policies by the authorities for beach tourism (Hasan et al., 2019) in Malaysia. Nevertheless, there are some limitations that need to be addressed. First, it is insufficient to generalise results obtained from a single study and apply them to beach tourism in various contexts (Girish & Park, 2020; Hasan et al., 2019). Therefore, according to Wasaya et al. (2022) caution is advised when generalizing the results in different contexts. Therefore, it is recommended that future research should test the model in tourism and accommodation industry in other countries with the aim of validating it (Abbasi et al., 2020; Hasan et al., 2020).

Secondly, this research was focussing on one resort only, and not comparing with the other resorts. As the sample is limited to Laguna (including local and international tourists) which implies that the findings reflect only the perceptions of one specific group of people. Plus, the study is limited in terms of cross-sectional data representing static relationships among the variables. As cross-sectional data capture the relationships among variables at a single point in time, it cannot accurately describe the dynamic nature of the customer decision-making process (Tajeddini et al., 2021). On the other hand, this study examines tourists' behavioural intention instead of behaviour, and actual behaviour is not equivalent to intention (Han et al., 2019).

Conducting a face-to-face survey in a scattered environment among public is also a big challenge in this research. Approaching a sample of respondents is not an

easy task especially when the respondents are enjoying their activities and understandably, they refused to participate (Malik et al., 2018; Tajeddini et al., 2021). In fact, the data used a self-administrated questionnaire survey to gather data from respondents' collection. Since the data in the current study were gathered in the most popular season in Redang Island (October till November 2021), it is likely that the tourist experience was influenced by seasonal effects. Hence, in the future, studies should be conducted throughout the year to compare the tourist experience between in peak and off-peak seasons (Jin, Choi, Lee & Ahmad, 2020).

5.6 Recommendation for Future Research

Based on the limitations mentioned above, this research could be extended in a several directions. Since this study empirically examined the ability of behavioural intention in predicting actual behaviour in a tourism context, future researchers are encouraged to conduct longitudinal studies to capture the dynamic effects of the determinants in triggering revisit intention and forming tourists' revisit intention (Jin et al., 2020; Tajeddini et al., 2021). Referring to a study conducted Hasan et al. (2019), in investigating tourists attitudes to revisit and revisit intention for coastal tourism, further works should to re-evaluate the variables in the proposed model involving other beach destinations. Future studies should apply an internet-based survey method to reach and sample a broader range of tourists as has been used by several researchers (Ali et al., 2020; Fraiz, de Carlos & Araújo, 2020; Meng & Cui, 2020; Rahman et al., 2021). For instance, a study conducted by Prentice et al. (2020) provided an iPad to the participants to assist in completing the study, as it is cost-effective, easy to complete, and can encompass a wide range of question styles. Thus, “a longer lap in data collection points” could let respondents more opportunity to make their intention a reality. Additionally, since the sample from convenience sampling method used in this study does not represent the entire population (Torabi et al., 2022), a better sampling method should be used in future research.

Furthermore, future research should be encouraged to collect data from other sources and cross-validate the results to determine the generalisability of these results

as suggested by Tajeddini et al. (2021). Numerous researchers recommended that further studies should test the model to observe the effect of the studied constructs on tourist revisit intention in different settings, cultural contexts, and countries (Meng & Cui, 2020; Tajeddini et al., 2021; Yadav, Balaji & Jebarajakirthy, 2019). The diversity in this suggested contexts would allow the enrichment of TPB model literature, as well as contributing to the success of business growth by highlighting the key components in improving business performance (Tommasetti et al., 2018). For instance, hotel managers will be able to gain insights on marketing techniques by reviewing studies regarding different types of accommodation (Nimri et al., 2020).

It is possible that the most fascinating finding in this study is lack of evidence in supporting a link between relative advantage and TPB model. Nevertheless, future researchers should conduct a similar study in order to verify the reasoning presented or to provide better explanations (Cho, Joo & Koh, 2022; Halimi et al., 2021; Hasan et al., 2020). Additionally, in extending TPB model, a broader variety of constructs (Hussein et al., 2020; Soliman, 2019) (e.g. customer satisfaction, memorability, perceived risk, and perceived value) should be incorporated in this framework. By testing the model separately for repeat and first-time visitors, this would offer explanations regarding the significance of past behaviour or future behaviour within the TPB framework. Furthermore, other factors which might affect tourists' revisit intention should be considered, such as "experience with water-based adventure", economic, and situational factors (Panwanitdumrong & Chen, 2021). Thus, researchers should conduct studies measuring the actual behaviour of tourists in their future studies (Han et al., 2019). These studies suggest that interaction effects between the casual factors of tourism intention could be more complicated and can provide an in-depth understanding of behavioural intention (Akter & Hasan, 2022).

5.7 Chapter summary

This chapter deliberates the research findings in accordance with the data analyses. Out of the seven hypotheses generated, four of them were supported. The findings revealed that attitude, subjective norms, PBC, and destination image are found to be directly

influencing the tourists' revisit intention, while service quality does not show any influence on tourists' revisit intention. Additionally, the moderating effect of PBC on attitude and subjective norms in relation with tourists' revisit intention has no influence. Based on the observed limitations of the current study, some suggestions are presented for future works. The theoretical and practical implications of this study are also addressed.

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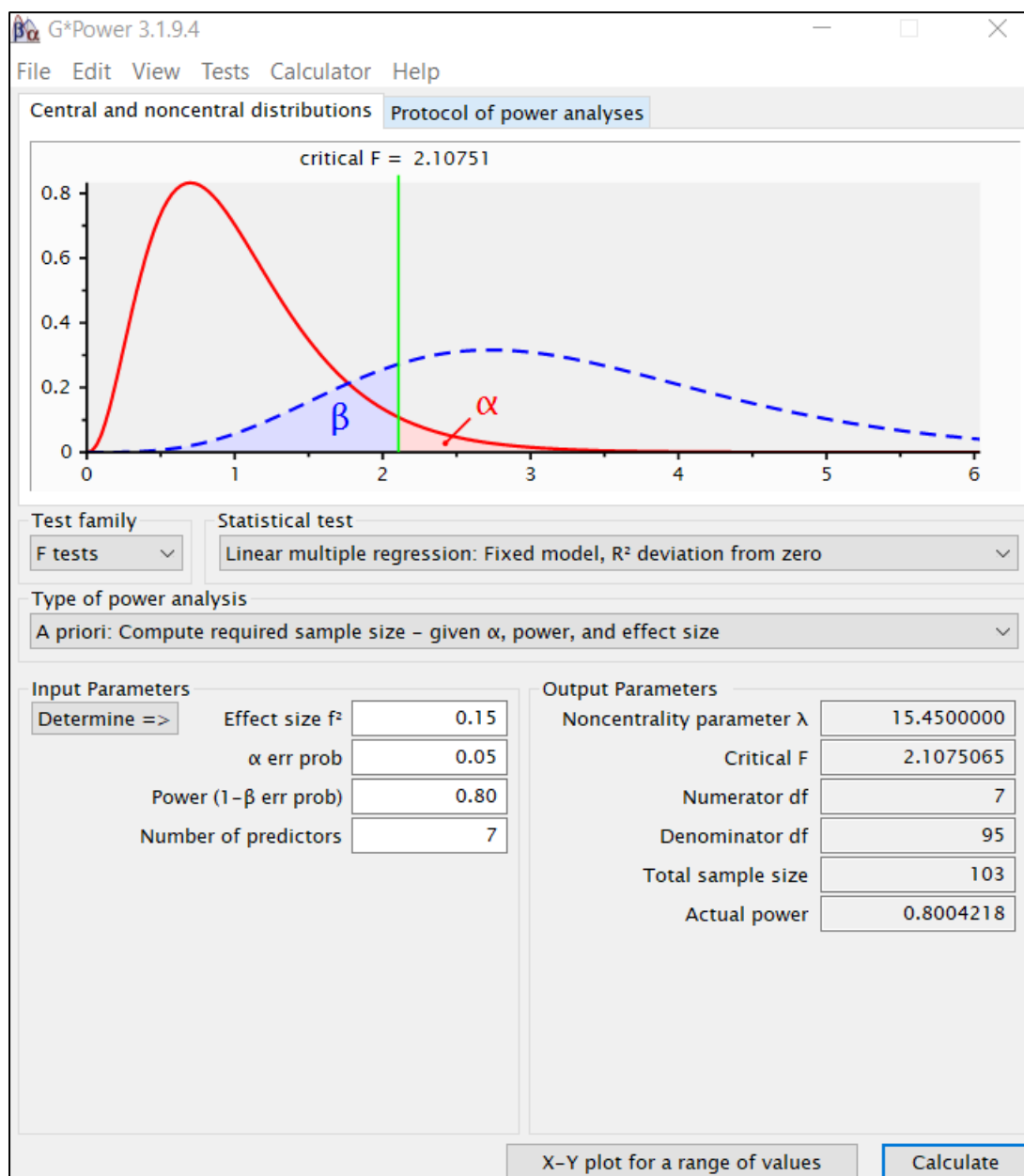
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APPENDICES

APPENDIX 1

Sample Size – G*Power



APPENDIX 2

Cover Letter and Questionnaires


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**FAKULTI PERNIAGAAN, EKONOMI
DAN PEMBANGUNAN SOSIAL**
Survey on Tourists' Revisit Intention to Laguna Redang Island Resort

Dear Respondents:

This research is conducted to find out on tourists' revisit intention in Laguna Redang Island Resort (Laguna) as a part of research work for master's degree program under Faculty of Business, Economics and Social Development (FBESD) of Universiti Malaysia Terengganu (UMT). All information gained from this data collection will help me to identify the factors of tourists' revisit intention to this destination and the reason of choosing to stay at Laguna. I am kindly asking for your participation in this study.

Read the instructions given, and please be sure to answer all the items on the survey. The average time to complete the survey is 10 minutes. Please note the following:

- (1) Your responses are compiled with others' responses.
- (2) Your responses are kept confidential.
- (3) Your participation is voluntary.

Also, for this survey, your participation is strictly limited to filling out the questionnaire distributed to you by me and return it to me or to whom you received this questionnaire.

If you have any questions about the survey or the study, please do not hesitate to give a call at (014) 834 5873 or send an email to nurakmalrosli@gmail.com. I will assist you and answer your questions. I am grateful for your participation and would like to extend my sincere thanks to you. Your prompt attention to this research will help me to complete this study.

Sincerely,

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BAHAGIAN A: HAJAT LAWATAN SEMULA PELANCONG
PART A: TOURISTS' REVISIT INTENTION

Sila baca setiap pernyataan dengan teliti dan nyatakan tahap persetujuan anda terhadap pernyataan berdasarkan Skala dibawah.

Please read each descriptive statement carefully and indicate your degree of agreement or disagreement with the statement based on scale given below.

| No. | Item | Sangat Tidak Setuju <i>Strongly Disagree</i> | Tidak Setuju <i>Disagree</i> | Berkecuali <i>Neutral</i> | Setuju <i>Agree</i> | Sangat Setuju <i>Strongly Agree</i> |
|-----|---|---|---------------------------------|------------------------------|------------------------|--|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Setiap kali saya mengunjungi Pulau Redang, kemungkinan besar saya akan tinggal di Laguna. <i>Whenever I visit Redang Island next time, it is most likely that I will stay at Laguna.</i> | | | | | |
| 2 | Saya menganggap Laguna sebagai pilihan utama berbanding kemudahan penginapan yang lain di Pulau Redang. <i>I consider Laguna as my first choice compared to other accommodation facilities in Redang Island.</i> | | | | | |
| 3 | Saya akan mengatakan perkara positif tentang Laguna kepada orang lain. <i>I would say positive things about Laguna to other people.</i> | | | | | |
| 4 | Saya mendorong rakan dan saudara saya untuk tinggal di Laguna. <i>I would encourage my friends and relatives to stay at Laguna.</i> | | | | | |

BAHAGIAN B: TANGGAPAN KAWALAN TINGKAH LAKU
PART B: PERCEIVED BEHAVIOURAL CONTROL (PBC)

Sila baca setiap pernyataan dengan teliti dan nyatakan tahap persetujuan anda terhadap pernyataan berdasarkan Skala dibawah.

Please read each descriptive statement carefully and indicate your degree of agreement or disagreement with the statement based on scale given below.

| No. | Item | Sangat Tidak Setuju <i>Strongly Disagree</i> | Tidak Setuju <i>Disagree</i> | Berkecuali <i>Neutral</i> | Setuju <i>Agree</i> | Sangat Setuju <i>Strongly Agree</i> |
|-----|--|---|---------------------------------|------------------------------|------------------------|--|
| | | 1 | 2 | 3 | 4 | 5 |
| 5 | Sayalah yang memutuskan sama ada akan melawat lagi Laguna atau tidak. <i>Whether or not I revisit Laguna is completely up to me.</i> | | | | | |
| 6 | Saya yakin bahawa jika saya mahu, saya boleh pergi dan melawat Laguna lagi. <i>I am confident that if I want, I can go and revisit Laguna.</i> | | | | | |
| 7 | Saya mempunyai sumber, masa dan peluang yang mencukupi untuk melawat Laguna lagi. <i>I have enough resources, time and opportunities to revisit Laguna.</i> | | | | | |

BAHAGIAN C: SIKAP
PART C: ATTITUDE

Sila baca setiap pernyataan dengan teliti dan nyatakan tahap persetujuan anda terhadap pernyataan berdasarkan Skala dibawah.

Please read each descriptive statement carefully and indicate your degree of agreement or disagreement with the statement based on scale given below.

| No. | Item | Sangat Tidak Setuju <i>Strongly Disagree</i> | Tidak Setuju <i>Disagree</i> | Berkecuali <i>Neutral</i> | Setuju <i>Agree</i> | Sangat Setuju <i>Strongly Agree</i> |
|-----|--|---|---------------------------------|------------------------------|------------------------|--|
| | | 1 | 2 | 3 | 4 | 5 |
| 8 | Saya fikir lawatan semula ke Laguna adalah idea yang bijak. <i>I think revisit to Laguna is wise</i> | | | | | |
| 9 | Saya rasa lawatan semula ke Laguna adalah sangat menyenangkan. <i>I think revisit to Laguna is pleasant.</i> | | | | | |
| 10 | Saya fikir lawatan semula ke Laguna adalah bermanfaat. <i>I think revisit to Laguna is favourable.</i> | | | | | |
| 11 | Saya fikir lawatan semula ke Laguna merupakan hal yang positif. <i>I think revisit to Laguna is positive.</i> | | | | | |
| 12 | Saya rasa lawatan semula ke Laguna sangat menyeronokkan. <i>I think revisit to Laguna is enjoyable.</i> | | | | | |
| 13 | Saya rasa lawatan semula ke Laguna adalah perlu. <i>I think revisit to Laguna is desirable.</i> | | | | | |
| 14 | Saya rasa lawatan semula ke Laguna adalah hal yang baik. <i>I think revisit to Laguna is good.</i> | | | | | |

BAHAGIAN D: AMALAN SUBJEKTIF
PART D: SUBJECTIVE NORMS

Sila baca setiap pernyataan dengan teliti dan nyatakan tahap persetujuan anda terhadap pernyataan berdasarkan Skala dibawah.

Please read each descriptive statement carefully and indicate your degree of agreement or disagreement with the statement based on scale given below.

| No. | Item | Sangat Tidak Setuju <i>Strongly Disagree</i> | Tidak Setuju <i>Disagree</i> | Berkecuali <i>Neutral</i> | Setuju <i>Agree</i> | Sangat Setuju <i>Strongly Agree</i> |
|-----|--|---|---------------------------------|------------------------------|------------------------|--|
| | | 1 | 2 | 3 | 4 | 5 |
| 15 | Kebanyakan orang yang penting buat saya merasakan saya perlu mengunjungi Laguna lagi. <i>Most people who are important to me think I should revisit Laguna.</i> | | | | | |
| 16 | Sebilangan besar orang yang penting bagi saya inginkan saya melawat Laguna lagi. <i>Most people who are important to me would want me to revisit Laguna.</i> | | | | | |
| 17 | Orang-orang yang saya hargai pandangan mereka, lebih gembira jika saya melawat Laguna lagi. <i>People whose opinions I value would prefer me to revisit Laguna.</i> | | | | | |

BAHAGIAN E: KUALITI PERKHIDMATAN
PART E: SERVICE QUALITY

Sila baca setiap pernyataan dengan teliti dan nyatakan tahap persetujuan anda terhadap pernyataan berdasarkan Skala dibawah.

Please read each descriptive statement carefully and indicate your degree of agreement or disagreement with the statement based on scale given below.

| No. | Item | Sangat Tidak Setuju <i>Strongly Disagree</i> | Tidak Setuju <i>Disagree</i> | Berkecuali <i>Neutral</i> | Setuju <i>Agree</i> | Sangat Setuju <i>Strongly Agree</i> |
|-----|--|---|---------------------------------|------------------------------|------------------------|--|
| | | 1 | 2 | 3 | 4 | 5 |
| 18 | Saya sukakan tempat penginapan yang memiliki gaya hiasan. <i>The style of décor is to my liking accommodation.</i> | | | | | |
| 19 | Secara keseluruhannya, tempat penginapan di sini adalah bersih. <i>The accommodation at is generally clean.</i> | | | | | |
| 20 | Reka bentuk tempat penginapannya adalah menarik. <i>The design of the accommodation is attractive.</i> | | | | | |
| 21 | Persekitaran fizikal di tempat penginapan ini adalah seperti yang diinginkan. <i>The physical environment is what I expect in this accommodation.</i> | | | | | |
| 22 | Saiz bilik penginapan ini adalah memadai. <i>The room size of this accommodation is adequate.</i> | | | | | |
| 23 | Katil / tilam / bantalnya adalah selesa. <i>The bed / mattress / pillow are comfortable</i> | | | | | |
| 24 | Keadaan di bilik penginapan ini adalah tenang. <i>This room in this accommodation is quiet.</i> | | | | | |
| 25 | Prosedur daftar masuk di penginapan adalah baik. <i>The check in procedure at the accommodation is good.</i> | | | | | |
| 26 | Khidmat pemindahan bagasi adalah baik. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | <i>Luggage transfer is adequate.</i> | | | | | |
| 27 | Secara keseluruhannya, pekerja kaunter hadapan dapat menyelesaikan masalah saya. <i>In general, the front desk employees are able to solve my problems.</i> | | | | | |
| 28 | Makanan dan minuman di penginapan ini berkualiti tinggi. <i>The food and beverage in this accommodation are of high quality.</i> | | | | | |
| 29 | Perbezaan budaya diambil kira bagi menu yang dicadangkan. <i>Cultural differences are taken into account in the menu proposed.</i> | | | | | |
| 30 | Terdapat pelbagai kemudahan makan dan minum di penginapan ini. <i>There are a variety of food and beverage facilities at this accommodation.</i> | | | | | |
| 31 | Tempat penginapan ini memberi peluang interaksi sosial untuk saya <i>This accommodation provides me with opportunities for social interaction.</i> | | | | | |
| 32 | Saya rasa mesra dengan pelanggan lain di penginapan ini. <i>I feel a sense of belonging with other customers at this accommodation.</i> | | | | | |
| 33 | Saya membina hubungan sosial dan persahabatan di penginapan ini. <i>I have made social contacts at this accommodation.</i> | | | | | |
| 34 | Terdapat laluan keluar kebakaran di penginapan ini. <i>There are accessible fire exits at this accommodation.</i> | | | | | |
| 35 | Terdapat sistem penyembur air yang mudah dilihat di penginapan ini. <i>There are noticeable sprinkler systems at this accommodation.</i> | | | | | |
| 36 | Penginapan ini terletak di kawasan yang selamat. <i>The accommodation is located in a safe area.</i> | | | | | |
| 37 | Pintu biliknya mempunyai ciri keselamatan yang lengkap. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | <i>The room door has adequate security features.</i> | | | | | |
| 38 | Sikap pekerja menunjukkan kesediaan mereka untuk membantu saya <i>The attitude of employees demonstrates their willingness to help me</i> | | | | | |
| 39 | Sikap pekerja menunjukkan bahawa mereka memahami keperluan saya <i>The attitude of employees shows me that they understand my needs.</i> | | | | | |
| 40 | Sikap pekerja menyakinkan saya untuk mempercayai perkhidmatan mereka <i>The behaviour of the employees allows me to trust their services.</i> | | | | | |
| 41 | Pekerja memahami bahawa pengetahuan profesional mereka diperlukan dalam memenuhi keperluan saya. <i>The employees understand that I rely on their professional knowledge to meet my needs.</i> | | | | | |
| 42 | Saya yakin bahawa pekerja mengetahui pekerjaan / tanggungjawab mereka. <i>I can count on the employees knowing their jobs / responsibilities.</i> | | | | | |
| 43 | Pekerja berjaya memenuhi semua keperluan saya <i>The employees managed to deal with all my needs.</i> | | | | | |
| 44 | Pekerja di sini adalah berkebolehan. <i>The employees are competent.</i> | | | | | |
| 45 | Saya kagum dengan tingkah laku pelanggan lain. <i>I am generally impressed with the behaviour of the other customers.</i> | | | | | |
| 46 | Interaksi saya dengan pelanggan lain memberi kesan positif terhadap persepsi saya bagi perkhidmatan penginapan ini. <i>My interaction with the other customers has a positive impact on my perception of this accommodation's services.</i> | | | | | |
| 47 | Masa untuk menunggu perkhidmatan di penginapan ini adalah berpatutan. <i>The waiting time for service is reasonable at this accommodation.</i> | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 48 | Pekerja di penginapan ini memahami bahwa masa menunggu adalah penting bagi saya. <i>The employees of this accommodation understand that waiting time is important to me.</i> | | | | | |
| 49 | Pekerja di penginapan ini berusaha untuk mengurangi masa menunggu saya. <i>The employees of this accommodation try to minimise my waiting time.</i> | | | | | |

BAHAGIAN F: IMEJ DESTINASI
PART F: DESTINATION IMAGE

Sila baca setiap pernyataan dengan teliti dan nyatakan tahap persetujuan anda terhadap pernyataan berdasarkan Skala dibawah.

Please read each descriptive statement carefully and indicate your degree of agreement or disagreement with the statement based on scale given below.

| No. | Item | Sangat Tidak Setuju <i>Strongly Disagree</i> | Tidak Setuju <i>Disagree</i> | Berkecuali <i>Neutral</i> | Setuju <i>Agree</i> | Sangat Setuju <i>Strongly Agree</i> |
|-----|--|---|---------------------------------|------------------------------|------------------------|--|
| | | 1 | 2 | 3 | 4 | 5 |
| 50 | Destinasi yang mempunyai persekitaran semula jadi yang baik. <i>The destination has a good natural environment.</i> | | | | | |
| 51 | Destinasi yang bersih. <i>The destination is clean.</i> | | | | | |
| 52 | Persekitaran destinasi yang tidak tercemar. <i>The environment is not polluted in this destination.</i> | | | | | |
| 53 | Destinasi yang memiliki pemandangan semula jadi yang indah. <i>The destination has a beautiful natural landscape.</i> | | | | | |
| 54 | Destinasi yang dilengkapi dengan pelbagai aktiviti luar. <i>The destination has a variety of outdoor activities.</i> | | | | | |

BAHAGIAN G: MAKLUMAT RESPONDEN
PART G: RESPONDENT'S INFORMATION

Maklumat berikut diperlukan untuk tujuan analisis. Tuliskan jawapan anda di tempat yang disediakan atau tandakan (✓) pada kotak yang sesuai sebagai jawapan anda.

The following information is required for analysis purposes. Please write your response in the space provided, or tick (✓) on the box that corresponds to your response.

1. Kewarganegaraan:

Nationality:

☐

Malaysia

☐

Bukan Malaysia

2. Umur:

Age:

☐

18–20

☐

41–50

☐

21–30

☐

51–60

☐

31–40

☐

> 60

3. Jantina:

Gender:

☐

Lelaki

Male

☐

Perempuan

Female

4. Kaum:

Race:

☐

Melayu

Malay

☐

India

Indian

☐

Cina

Chinese

☐

Lain-lain (Nyatakan:)

Other (Please specify:)

5. Tempat Tinggal: (Daerah, Negeri)

Place of Origin: (District, State)

6. Status Perkahwinan:

Marital Status:

☐

Berkahwin

Married

☐

Bujang

Single

☐

Berceraai

Divorce

7. Status Pekerjaan:

Employment Status:

☐

Kerja Sepenuh Masa

Full-time Employment

☐

Kerja Separa Masa

Part-time Employment

☐

Tidak Bekerja

Unemployed

☐

Pesara

Retired

☐

Lain-lain (Nyatakan:)

Other (Please specify:)

8. Pendapatan Bulanan:

Monthly Income:

| | | | |
|--------------------------|------------------|--------------------------|------------------|
| <input type="checkbox"/> | < RM2,000 | <input type="checkbox"/> | RM4,001– RM5,000 |
| <input type="checkbox"/> | RM2,001–MYR3,000 | <input type="checkbox"/> | RM5,001– RM6,000 |
| <input type="checkbox"/> | RM3,001–MYR4,000 | <input type="checkbox"/> | > RM6,000 |

9. Tempoh penginapan:

Length of Stay:

| | | | |
|--------------------------|-------------------------|--------------------------|--|
| <input type="checkbox"/> | 1 hari <i>1 day</i> | <input type="checkbox"/> | 4 hari <i>4 days</i> |
| <input type="checkbox"/> | 2 hari <i>2 days</i> | <input type="checkbox"/> | 5 hari <i>5 days</i> |
| <input type="checkbox"/> | 3 hari <i>3 days</i> | <input type="checkbox"/> | Melebihi 5 hari <i>More than 5 days</i> |

10. Bilangan Lawatan (Kali):

Number of visits:

| | | | | | |
|--------------------------|---|--------------------------|---|--------------------------|------|
| <input type="checkbox"/> | 1 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 5 |
| <input type="checkbox"/> | 2 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | > 10 |

THANK YOU FOR YOUR RESPONSE.

APPENDIX 3

Appointment Letter as a Translator


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**FAKULTI PERNIAGAAN, EKONOMI
DAN PEMBANGUNAN SOSIAL**

15 September 2021

Dr. Che Wan Ida Rahimah binti Che Wan Ibrahim

Pensyarah

Pusat Pembelajaran Bahasa Inggeris

Pusat Pendidikan Asas dan Lanjutan

Universiti Malaysia Terengganu

21030 Kuala Nerus, Terengganu

أَلْسَلَامٌ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

YBhg. Dr,

PELANTIKAN SEBAGAI PENTERJEMAH BAHASA BAGI ITEM SOAL SELIDIK

Dengan segala hormatnya saya merujuk kepada perkara di atas.

2. Sukacita dimaklumkan saya dengan berbesar hati ingin melantik YBhg. Dr. Che Wan Ida Rahimah binti Che Wan Ibrahim sebagai Penterjemah Bahasa Inggeris ke Bahasa Melayu bagi item soal selidik yang akan dijalankan oleh pelajar pascasiswazah Nur Akmal binti Rosli dari Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial, Universiti Malaysia Terengganu (UMT). Item soal selidik tersebut akan dihantar kepada YBhg. Dr. melalui emel.

3. Tempoh yang dipersetujui adalah selama dua minggu bermula dari tarikh penerimaan surat pelantikan ini. Sebarang maklumbalas berkenaan perkara ini boleh dimajukan kepada saya.

4. Kesudian YBhg. Dr dalam hal ini amatlah dihargai dan didahului dengan ucapan ribuan terima kasih.

Sekian.

Saya yang menjalankan amanah,

DR. ZALIHA ZAINUDDIN

Ketua Penyelidik

Private Partnership Research Grant (PPRG) (No.Vot 55301)

Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial

21030 Kuala Nerus, Universiti Malaysia Terengganu

Tel.: 6013-3817118

Emel: zaliha.z@umt.edu.my

APPENDIX 4
Reliability of Pilot Test

| Constructs | Cronbach's Alpha | N | 100% |
|-------------------------------|-------------------------|----------|-------------|
| Tourists' Revisit Intention | 0.918 | 30 | 100.0 |
| Perceived Behavioural Control | 0.878 | 30 | 100.0 |
| Attitude | 0.970 | 30 | 100.0 |
| Subjective Norms | 0.912 | 30 | 100.0 |
| Service Quality | 0.973 | 30 | 100.0 |
| Destination Image | 0.953 | 30 | 100.0 |

APPENDIX 5

Missing Data

Univariate Statistics

| | N | Mean | Std. Deviation | Missing | | No. of Extremes ^a | |
|------|-----|------|----------------|---------|---------|------------------------------|------|
| | | | | Count | Percent | Low | High |
| TRI1 | 482 | 4.00 | .791 | 0 | .0 | 19 | 0 |
| TRI2 | 482 | 3.99 | .784 | 0 | .0 | 18 | 0 |
| TRI3 | 482 | 4.21 | .698 | 0 | .0 | 7 | 0 |
| TRI4 | 482 | 4.16 | .658 | 0 | .0 | 2 | 0 |
| PBC1 | 478 | 4.10 | .746 | 4 | .8 | 12 | 0 |
| PBC2 | 482 | 4.15 | .700 | 0 | .0 | 9 | 0 |
| PBC3 | 482 | 4.05 | .739 | 0 | .0 | 14 | 0 |
| SN1 | 481 | 3.89 | .833 | 1 | .2 | 5 | 0 |
| SN2 | 480 | 3.83 | .829 | 2 | .4 | 6 | 0 |
| SN3 | 481 | 3.93 | .790 | 1 | .2 | . | . |
| ATT1 | 482 | 4.07 | .730 | 0 | .0 | 10 | 0 |
| ATT2 | 482 | 4.15 | .701 | 0 | .0 | 11 | 0 |
| ATT3 | 482 | 4.10 | .746 | 0 | .0 | 13 | 0 |
| ATT4 | 482 | 4.17 | .722 | 0 | .0 | 9 | 0 |
| ATT5 | 482 | 4.14 | .707 | 0 | .0 | 8 | 0 |
| ATT6 | 482 | 4.06 | .765 | 0 | .0 | 14 | 0 |
| ATT7 | 482 | 4.13 | .773 | 0 | .0 | 14 | 0 |
| SQ01 | 482 | 4.19 | .673 | 0 | .0 | 4 | 0 |
| SQ02 | 482 | 4.17 | .720 | 0 | .0 | 13 | 0 |
| SQ03 | 482 | 4.20 | .709 | 0 | .0 | 8 | 0 |
| SQ04 | 482 | 4.20 | .661 | 0 | .0 | 5 | 0 |
| SQ05 | 482 | 4.26 | .661 | 0 | .0 | 6 | 0 |
| SQ06 | 482 | 4.18 | .727 | 0 | .0 | 12 | 0 |
| SQ07 | 482 | 4.18 | .771 | 0 | .0 | 18 | 0 |
| SQ08 | 482 | 4.19 | .708 | 0 | .0 | 9 | 0 |
| SQ09 | 482 | 4.21 | .733 | 0 | .0 | 11 | 0 |
| SQ10 | 482 | 4.23 | .692 | 0 | .0 | 6 | 0 |
| SQ11 | 482 | 3.88 | .971 | 0 | .0 | 49 | 0 |
| SQ12 | 482 | 3.96 | .901 | 0 | .0 | 37 | 0 |
| SQ13 | 482 | 4.00 | .900 | 0 | .0 | 35 | 0 |
| SQ14 | 480 | 4.07 | .713 | 2 | .4 | 9 | 0 |
| SQ15 | 481 | 3.97 | .825 | 1 | .2 | 24 | 0 |
| SQ16 | 482 | 3.91 | .827 | 0 | .0 | 2 | 0 |
| SQ17 | 482 | 4.08 | .727 | 0 | .0 | 11 | 0 |

| | | | | | | | |
|------|-----|------|------|---|----|----|---|
| SQ18 | 482 | 4.08 | .774 | 0 | .0 | 17 | 0 |
| SQ19 | 482 | 4.16 | .647 | 0 | .0 | 7 | 0 |
| SQ20 | 482 | 4.11 | .688 | 0 | .0 | 8 | 0 |
| SQ21 | 482 | 4.22 | .637 | 0 | .0 | 3 | 0 |
| SQ22 | 482 | 4.18 | .667 | 0 | .0 | 6 | 0 |
| SQ23 | 482 | 4.18 | .670 | 0 | .0 | 5 | 0 |
| SQ24 | 482 | 4.20 | .671 | 0 | .0 | 4 | 0 |
| SQ25 | 482 | 4.20 | .654 | 0 | .0 | 7 | 0 |
| SQ26 | 482 | 4.23 | .645 | 0 | .0 | 3 | 0 |
| SQ27 | 482 | 4.18 | .653 | 0 | .0 | 6 | 0 |
| SQ28 | 479 | 4.01 | .781 | 3 | .6 | 13 | 0 |
| SQ29 | 481 | 4.05 | .749 | 1 | .2 | 9 | 0 |
| SQ30 | 482 | 4.12 | .695 | 0 | .0 | 9 | 0 |
| SQ31 | 482 | 4.16 | .664 | 0 | .0 | 4 | 0 |
| SQ32 | 482 | 4.17 | .684 | 0 | .0 | 7 | 0 |
| DI1 | 482 | 4.25 | .675 | 0 | .0 | 7 | 0 |
| DI2 | 482 | 4.22 | .732 | 0 | .0 | 15 | 0 |
| DI3 | 482 | 4.15 | .798 | 0 | .0 | 22 | 0 |
| DI4 | 482 | 4.32 | .671 | 0 | .0 | 9 | 0 |
| DI5 | 482 | 4.19 | .720 | 0 | .0 | 13 | 0 |

a. Number of cases outside the range ($Q1 - 1.5 \cdot IQR$, $Q3 + 1.5 \cdot IQR$).

APPENDIX 6

Normality (Mardia's Multivariate Skewness and Kurtosis)

Output of skewness and kurtosis calculation

Sample size: 477

Number of variables: 6

Univariate skewness and kurtosis

| | Skewness | SE_skew | Z_skew | Kurtosis | SE_kurt | Z_kurt |
|-------------------------------|----------|---------|--------|----------|---------|--------|
| ATTITUDE | -0.589 | 0.112 | -5.264 | 0.324 | 0.223 | 1.454 |
| DESTINATION.IMAGE | -0.854 | 0.112 | -7.637 | 1.206 | 0.223 | 5.405 |
| PERCEIVED.BEHAVIOURAL.CONTROL | -0.237 | 0.112 | -2.122 | 0.003 | 0.223 | 0.014 |
| SERVICE.QUALITY | -0.115 | 0.112 | -1.031 | -0.286 | 0.223 | -1.280 |
| SUBJECTIVE.NORMS | -0.680 | 0.112 | -6.083 | 0.827 | 0.223 | 3.706 |
| TOURISTS..REVISIT.INTENTION | -0.279 | 0.112 | -2.497 | -0.398 | 0.223 | -1.786 |

Mardia's multivariate skewness and kurtosis

| | b | z | p-value |
|----------|-----------|-----------|---------|
| Skewness | 6.321996 | 502.59870 | 0 |
| Kurtosis | 66.828872 | 20.98543 | 0 |

APPENDIX 7

Descriptive Analysis

| Nationality | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 449 | 94.1 | 94.1 | 94.1 |
| | 2 | 28 | 5.9 | 5.9 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Age | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 46 | 9.6 | 9.6 | 9.6 |
| | 2 | 189 | 39.6 | 39.6 | 49.3 |
| | 3 | 160 | 33.5 | 33.5 | 82.8 |
| | 4 | 51 | 10.7 | 10.7 | 93.5 |
| | 5 | 23 | 4.8 | 4.8 | 98.3 |
| | 6 | 8 | 1.7 | 1.7 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Gender | | | | | |
|--------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 225 | 47.2 | 47.2 | 47.2 |
| | 2 | 252 | 52.8 | 52.8 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Race | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 314 | 65.8 | 65.8 | 65.8 |
| | 2 | 117 | 24.5 | 24.5 | 90.3 |
| | 3 | 14 | 3.0 | 3.0 | 90.3 |
| | 4 | 4 | .8 | .8 | 94.1 |
| | 5 | 11 | 2.3 | 2.3 | 96.4 |
| | 6 | 5 | 1.1 | 1.1 | 97.5 |
| | 7 | 5 | 1.1 | 1.1 | 98.6 |
| | 8 | 3 | .6 | .6 | 99.2 |
| | 9 | 4 | .8 | .8 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Place of Origin | | | | | |
|-----------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 31 | 6.5 | 6.5 | 6.5 |
| | 2 | 15 | 3.1 | 3.1 | 9.6 |
| | 3 | 21 | 4.4 | 4.4 | 14.0 |
| | 4 | 94 | 19.7 | 19.7 | 33.8 |
| | 5 | 16 | 3.4 | 3.4 | 37.1 |
| | 6 | 9 | 1.9 | 1.9 | 39.0 |
| | 7 | 22 | 4.6 | 4.6 | 43.6 |
| | 8 | 19 | 4.0 | 4.0 | 47.6 |
| | 9 | 3 | .6 | .6 | 48.2 |
| | 10 | 11 | 2.3 | 2.3 | 50.5 |
| | 11 | 3 | .6 | .6 | 51.2 |
| | 12 | 7 | 1.5 | 1.5 | 52.6 |
| | 13 | 119 | 24.9 | 24.9 | 77.6 |
| | 14 | 107 | 22.4 | 22.4 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Marital Status | | | | | |
|----------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 287 | 60.2 | 60.2 | 60.2 |
| | 2 | 184 | 38.6 | 38.6 | 98.7 |
| | 3 | 6 | 1.3 | 1.3 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Employment Status | | | | | |
|-------------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 346 | 72.5 | 72.5 | 72.5 |
| | 2 | 58 | 12.2 | 12.2 | 84.7 |
| | 3 | 48 | 10.1 | 10.1 | 94.8 |
| | 4 | 16 | 3.4 | 3.4 | 98.1 |
| | 5 | 9 | 1.9 | 1.9 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Monthly Income | | | | | |
|----------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 123 | 25.8 | 25.8 | 25.8 |
| | 2 | 69 | 14.5 | 14.5 | 40.3 |
| | 3 | 103 | 21.6 | 21.6 | 61.8 |
| | 4 | 55 | 11.5 | 11.5 | 73.4 |
| | 5 | 48 | 10.1 | 10.1 | 83.4 |
| | 6 | 79 | 16.6 | 16.6 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Length of Stay | | | | | |
|----------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 16 | 3.4 | 3.4 | 3.4 |
| | 2 | 98 | 20.5 | 20.5 | 23.9 |
| | 3 | 298 | 62.5 | 62.5 | 86.4 |
| | 4 | 49 | 10.3 | 10.3 | 96.6 |
| | 5 | 13 | 2.7 | 2.7 | 99.4 |
| | 6 | 3 | .6 | .6 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

| Number of Visits | | | | | |
|------------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 283 | 59.3 | 59.3 | 59.3 |
| | 2 | 118 | 24.7 | 24.7 | 84.1 |
| | 3 | 44 | 9.2 | 9.2 | 93.3 |
| | 4 | 14 | 2.9 | 2.9 | 96.2 |
| | 5 | 8 | 1.7 | 1.7 | 97.9 |
| | 6 | 10 | 2.1 | 2.1 | 100.0 |
| | Total | 477 | 100.0 | 100.0 | |

APPENDIX 8

Measurement Model (Outer Loadings)

| | ATTITUDE | DESTINATION IMAGE | PERCEIVED BEHAVIOURAL CONTROL | SERVICE QUALITY | SUBJECTIVE NORMS | TOURISTS' REVISIT INTENTION |
|------|----------|----------------------|-------------------------------------|--------------------|---------------------|-----------------------------------|
| ATT1 | 0.86 | | | | | |
| ATT2 | 0.875 | | | | | |
| ATT3 | 0.871 | | | | | |
| ATT4 | 0.906 | | | | | |
| ATT5 | 0.871 | | | | | |
| ATT6 | 0.82 | | | | | |
| ATT7 | 0.852 | | | | | |
| DI1 | | 0.892 | | | | |
| DI2 | | 0.906 | | | | |
| DI3 | | 0.891 | | | | |
| DI4 | | 0.882 | | | | |
| DI5 | | 0.888 | | | | |
| PBC1 | | | 0.778 | | | |
| PBC2 | | | 0.903 | | | |
| PBC3 | | | 0.806 | | | |
| SN1 | | | | | 0.904 | |
| SN2 | | | | | 0.941 | |
| SN3 | | | | | 0.882 | |
| SQ01 | | | | 0.67 | | |
| SQ02 | | | | 0.715 | | |
| SQ03 | | | | 0.693 | | |
| SQ04 | | | | 0.743 | | |
| SQ05 | | | | 0.708 | | |
| SQ06 | | | | 0.75 | | |
| SQ07 | | | | 0.716 | | |
| SQ08 | | | | 0.695 | | |
| SQ09 | | | | 0.727 | | |
| SQ10 | | | | 0.736 | | |
| SQ11 | | | | 0.665 | | |
| SQ12 | | | | 0.728 | | |
| SQ13 | | | | 0.745 | | |
| SQ14 | | | | 0.75 | | |
| SQ15 | | | | 0.747 | | |
| SQ16 | | | | 0.647 | | |
| SQ17 | | | | 0.713 | | |
| SQ18 | | | | 0.706 | | |
| SQ19 | | | | 0.8 | | |
| SQ20 | | | | 0.754 | | |
| SQ21 | | | | 0.763 | | |
| SQ22 | | | | 0.766 | | |

| | | |
|------|-------|-------|
| SQ23 | 0.81 | |
| SQ24 | 0.794 | |
| SQ25 | 0.797 | |
| SQ26 | 0.782 | |
| SQ27 | 0.718 | |
| SQ28 | 0.637 | |
| SQ29 | 0.697 | |
| SQ30 | 0.721 | |
| SQ31 | 0.749 | |
| SQ32 | 0.678 | |
| TRI1 | | 0.859 |
| TRI2 | | 0.851 |
| TRI3 | | 0.866 |
| TRI4 | | 0.864 |

APPENDIX 9

Measurement Model (Construct Reliability and Validity)

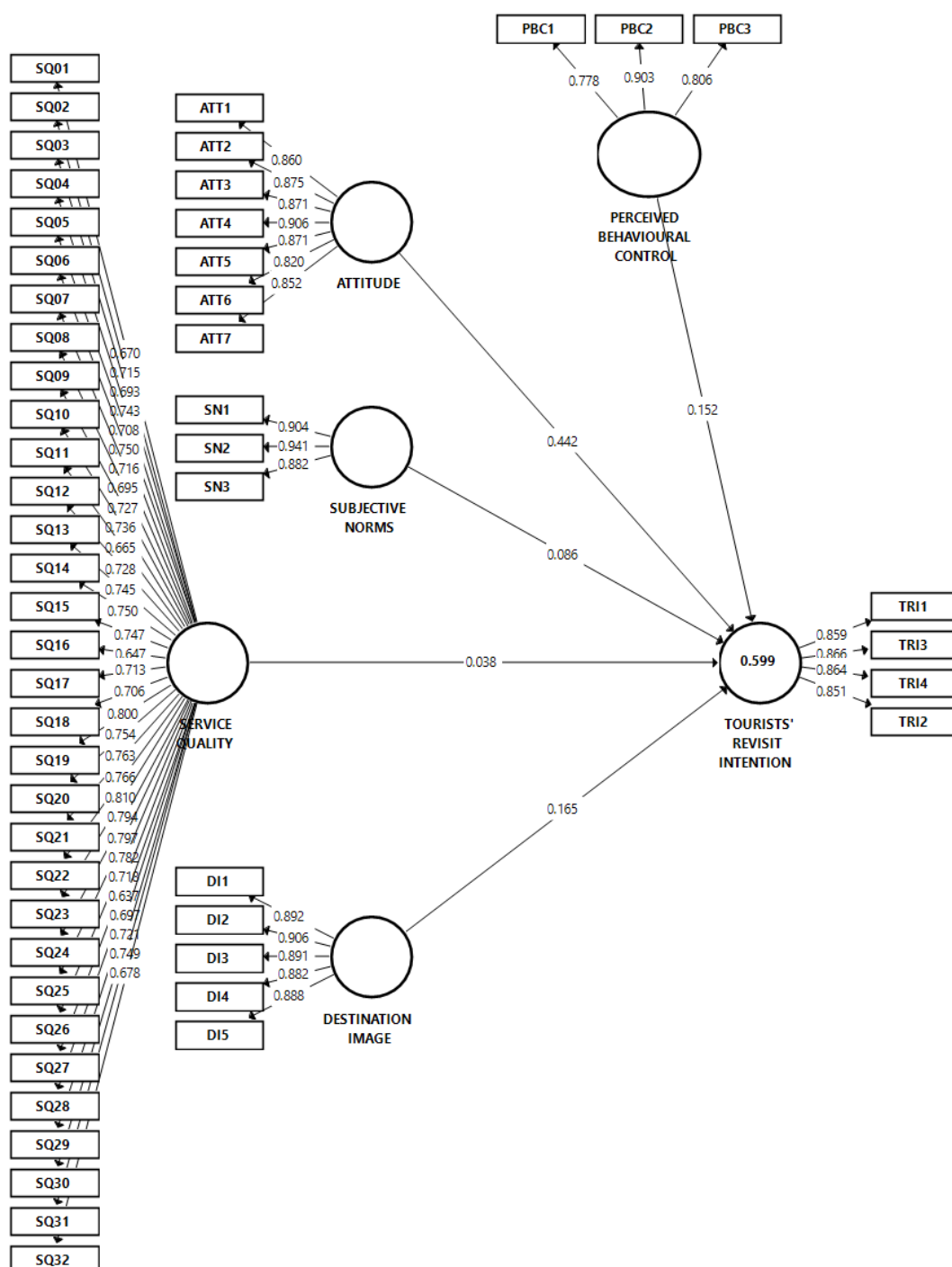
| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|--------------------------------------|-------------------------|--------------|------------------------------|---|
| ATTITUDE | 0.944 | 0.945 | 0.954 | 0.749 |
| DESTINATION IMAGE | 0.936 | 0.937 | 0.951 | 0.795 |
| PERCEIVED BEHAVIOURAL CONTROL | 0.777 | 0.819 | 0.869 | 0.69 |
| SERVICE QUALITY | 0.972 | 0.972 | 0.973 | 0.533 |
| SUBJECTIVE NORMS | 0.895 | 0.896 | 0.935 | 0.827 |
| TOURISTS' REVISIT INTENTION | 0.883 | 0.884 | 0.919 | 0.739 |

APPENDIX 10

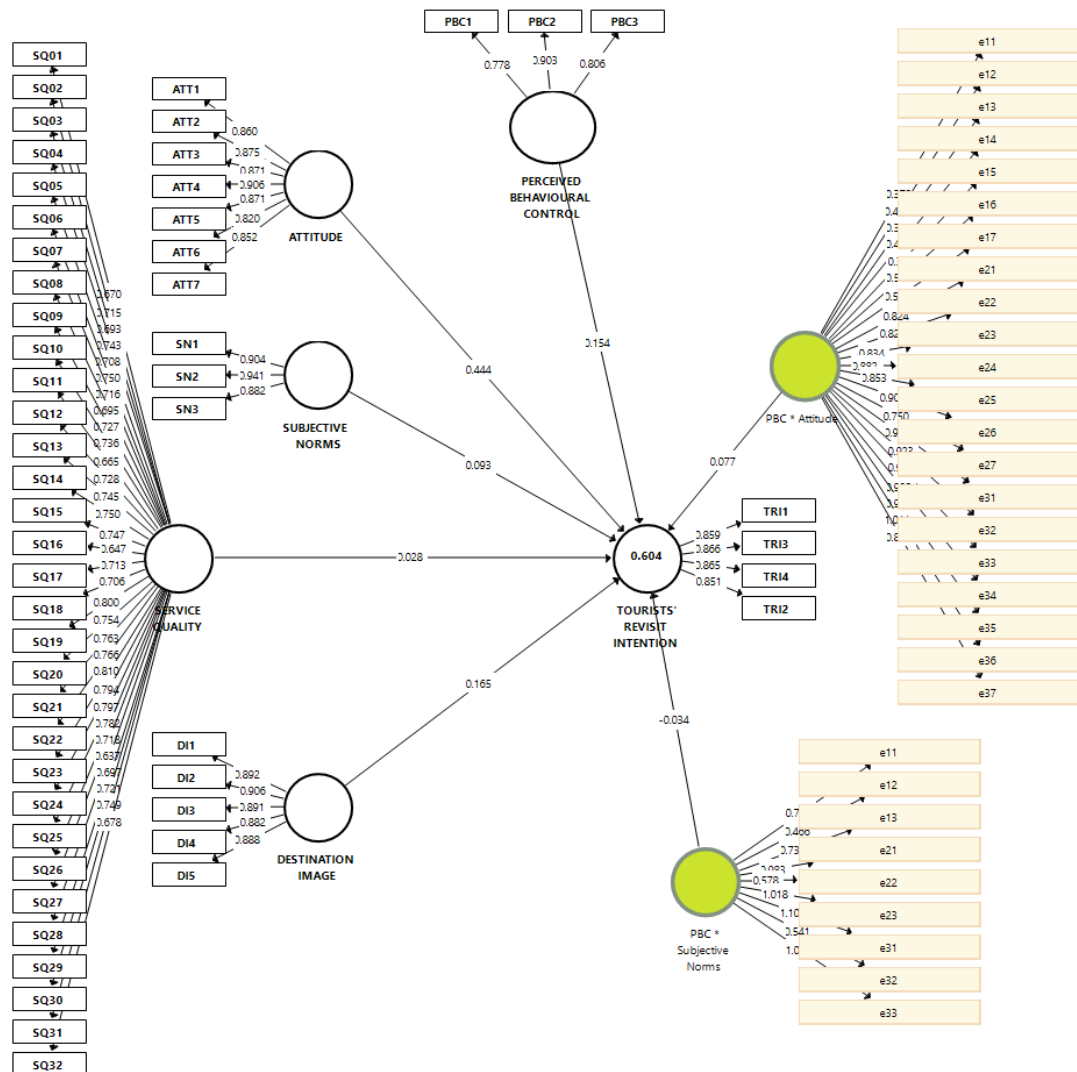
Heterotrait Monotrait

| | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------------------|-------|-------|-------|-------|-------|-------|
| ATTITUDE | 0.865 | | | | | |
| DESTINATION IMAGE | 0.600 | 0.892 | | | | |
| PERCEIVED BEHAVIOURAL CONTROL | 0.676 | 0.574 | 0.831 | | | |
| SERVICE QUALITY | 0.782 | 0.760 | 0.667 | 0.730 | | |
| SUBJECTIVE NORMS | 0.745 | 0.526 | 0.610 | 0.689 | 0.909 | |
| TOURISTS' REVISIT INTENTION | 0.738 | 0.592 | 0.624 | 0.671 | 0.622 | 0.860 |

APPENDIX 11

R² value (without interaction)

APPENDIX 12

R² value (with interaction)

APPENDIX 13

PLS-Predict

MV Prediction Summary

(PLS)

| | RMSE | MAE | MAPE | Q ² _predict |
|------|-------|-------|--------|-------------------------|
| TRI3 | 0.506 | 0.361 | 9.404 | 0.461 |
| TRI1 | 0.617 | 0.447 | 12.866 | 0.376 |
| TRI2 | 0.590 | 0.440 | 12.243 | 0.407 |
| TRI4 | 0.463 | 0.341 | 8.521 | 0.487 |

(LM)

| | RMSE | MAE | MAPE | Q ² _predict |
|------|-------|-------|--------|-------------------------|
| TRI3 | 0.54 | 0.353 | 9.309 | 0.385 |
| TRI1 | 0.662 | 0.458 | 13.042 | 0.283 |
| TRI2 | 0.62 | 0.451 | 12.492 | 0.346 |
| TRI4 | 0.505 | 0.345 | 8.758 | 0.387 |

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|---|
| 2012 – 2016 UNIVERSITI TEKNOLOGI MARA (UiTM), SEREMBAN 3 Faculty of Administrative Studies and Policy Studies Majoring: Bachelor of Corporate Administration |
| 2011-2012 UNIVERSITI TEKNOLOGI MARA (UiTM), KUANTAN Faculty of Law Foundation of Law |
| 2006-2010 MRSM BESUT, TERENGGANU PMR: 8A SPM: 5A 2B 2C |

EMPLOYMENT RECORDS

| | | |
|-------------------------------|---|---|
| June 2021 – October 2021 | : | Grant Research Assistant Private Partnership Research Grant (PPRG) |
| November 2019 – August 2020 | : | Tutor Pusat Tuisyen Permata Warisan, Jertih, Terengganu |
| February 2017 – November 2018 | : | Teacher Madrasah Tahfiz Al-Quran An-Nur, Bandar Tenggara, Kulai Johor |
| April 2016 – December 2016 | : | Junior Company Secretary Strategy Corporate Secretariat Sdn. Bhd |
| 2015 | : | Internship Hospital Universiti Sains Malaysia (HUSM), Kubang Kerian, Kelantan |

SECTION II: ACADEMIC PROFILE

Self/Professional Development

Conference Presentation (Oral)

| No. | Title | Date | Organized by | Name |
|-----|---|----------------------|--|---|
| 1 | Push And Pull Perspective: Travel Motivation to Coastal Tourism in Case of Redang Island | 31 May - 1 June 2022 | Universiti Malaysia Terengganu | 1 st Postgraduate Colloquium |
| 2 | Post Pandemic Domestic Tourism: Understanding Travel Motivations of Tourists to Laguna Redang Island Resort | 30 November 2021 | Universitas Mercu Buana and Universiti Malaysia Terengganu | Joint Colloquium 2021 |

Moderator

| No. | Title | Date | Organized by |
|-----|---|----------------------|--------------|
| 1 | 1 st Postgraduate Colloquium | 31 May - 1 June 2022 | FBESD, UMT |

Conferences/Workshop/Seminar Attended

| No. | Title | Role | Date | Organized by | Level |
|-----|--|-------------|----------------------|--------------|----------|
| 1 | Postgraduate Webinar Series 8/2022: "High Impact Publication: An Attempt to Extract More Papers From A Thesis" | Participant | 23 August 2022 | FBESD, UMT | National |
| 2 | Postgraduate Webinar Series 7/2022: "Thesis Development Journey for PHD and Masters Students" | Participant | 9 August 2022 | FBESD, UMT | National |
| 3 | 1 st Postgraduate Colloquium | Participant | 31 May - 1 June 2022 | FBESD, UMT | National |
| 4 | EMaS TALK SERIES 3/2022: Green Technology and Its Role in Enhancing | Participant | 31 March 2022 | FBESD, UMT | National |

| | | | | | |
|----|---|-------------|----------------------|---|---------------|
| | Sustainable Development | | | | |
| 5 | Postgraduate Webinar Series 3 2022: My PhD Journey | Participant | 8 March 2022 | FBESD, UMT | National |
| 6 | Latihan Penyelidikan Dan Inovasi: 'Preparing Research Manuscripts for Impactful Journal' | Participant | 12 January 2021 | Pusat Pembangunan Bakat Dan Inovasi | National |
| 7 | webinar Emerald Workshop on Journal Publication and Case Writing | Participant | 11 November 2021 | Emerald | International |
| 8 | The 2 nd International Conference on Social Science, Political Science and Humanities (IcOSPOLHUM2021) | Participant | 11-12 November 2021 | Universitas Malikusalleh | International |
| 9 | Scopus author profiles. How to refine my profile. How to find peers, competitors, collaborators? | Participant | 5 October 2021 | Elsevier | International |
| 10 | Two-day Basic SmartPLS 3.0 Workshop | Participant | 18-19 September 2021 | USM | National |
| 11 | International Case Conference Preview | Participant | 17 September 2021 | Emerald | International |
| 12 | Accepted or Rejected? Understanding the Journal Review Process (PBS) | Participant | 15 September 2021 | Emerald | International |
| 13 | Case Studies – The Complete Circle For Case Writers, Faculty Members and Students | Participant | 14 September 2021 | Emerald | International |
| 14 | Latihan Penyelidikan dan Inovasi: Student Supervision | Participant | 5 September 2021 | Pusat Pembangunan Bakat dan Inovasi (PPBI), UMT | National |
| 15 | Slot Santai Motivasi Menulis: Tulis, Tulis | Participant | 15 August 2021 | AID Conference Malaysia | National |

| | | | | | |
|----|---|-----------------------|-------------------------|----------------------------|---------------|
| | dan Tulis (SMMM 2.0) | | | | |
| 16 | 2 nd International Virtual Course (IVC) 2021 “Business Trends in Emerging Market: Digging Up Research Opportunity” | Participant & Student | 26 July – 6 August 2021 | Institut Teknologi Bandung | International |
| 17 | Scopus 101 - Discover and analyse peer reviewed research | Participant | 14 July 2021 | Elsevier | International |
| 18 | ASEAN Tourism Zoning | Participant | 10 July 2021 | UTM | National |

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ROSLI, N. A., ZAINUDDIN, Z., YUSOFF, Y. M., MUHAMMAD, Z., NORDIN, A. O. S., & HALIM, S. A. (2022). Push and Pull Perspectives: Travel Motivation to Coastal Tourism in Case of Redang Island. *Universiti Malaysia Terengganu Journal of Undergraduate Research*, 4 (4), 39-52