

## Factors Affecting Satisfaction Level of Leisure Tourists: Post Covid-19 Analysis

Low Teck En<sup>1</sup> & R. Chandrashekar<sup>1,\*</sup>

<sup>1</sup>Department of Management and Technology, Faculty of Technology Management of Business, University Tun Hussien Onn Malaysia, 86400 Batu Pahat, Johor, MALAYSIA

\*Corresponding Author

DOI: <https://doi.org/10.30880/rmtb.2023.04.01.048>

Received 31 March 2023; Accepted 30 April 2023; Available online 01 June 2023

**Abstract:** The leisure tourism is one of the significant economies boosting sector due to which Malaysia has to earn incredible growth in the tourism sector worldwide. However, due to Covid-19 pandemic, the tourism industry had been affected and the number of tourists has plummeted drastically. This research is aim to identify the factors affecting the satisfaction levels of leisure tourist, identify the satisfaction levels of leisure tourist and examine the relationship between the factor and satisfaction level of leisure tourist. The research will apply quantitative research approach to conduct the questionnaire and distributed to 350 inbound ASEAN tourists that visit Kuala Lumpur. The study will apply convenience sampling to gather information. Statistical Package for Social Sciences (SPSS) will be used to examine the data in the questionnaire. The outcomes of this study are anticipated to give stakeholders and policymakers in the leisure tourism sectors with significant insights.

**Keywords:** Leisure tourist, Tourism, Covid-19, Satisfaction level, Factor

### 1. Introduction

Leisure activities can be planned or unplanned, and can be organised or unorganised with the help of professional leisure services (Slak Valek & Fotiadis, 2018). Leisure tourists are one group of tourists that enjoy their travel with or without any planning for relaxing and luxury purposes. This group would enjoy any services provided by the hospitality industry without stress. Hospitality industry is recognised as the industry that provides the service which is more focused on leisure and luxury than the basic need of the tourists. In this modern era, customer experience is considered as a way to stand out in the market among competitors by creating a co-creation attitude (Ahn & Back, 2018; Shamim *et al.*, 2017). So that, hospitality industry trying their best to fulfil the request of the leisure tourist to achieve the maximum of satisfaction level of these tourists. However, due to the Covid-19 pandemic, the customer satisfaction become more challenge to achieve. Among other service industries, the hospitality industry has been heavily impacted by this pandemic (Awan *et al.*, 2021).

The tourism and hospitality industry are one of the significant economies boosting sector due to which Malaysia has to earn incredible growth in the tourism sector worldwide because tourism can generate income through tourists so rapidly, which includes travelling cost, lodging services cost, hotel staying cost, food costs and tourist's destination costs (Fizza Zubair & Mohd Farid Shamsudin, 2021). When the tourism industry was affected, the economy of Malaysia also suffered a downward trend. Due to the pandemic, Malaysia's government implements some actions to avoid the public conducting the crowd-gathering activities and social events. The Sabah State Government has implemented an entry ban on foreign travellers as a travel restrictions and lockdowns since 8 February 2020 (Chan, 2021). To avoid huge loss that caused by Covid-19 pandemic, the Malaysian government has announced a stimulus package aimed at providing relief to individuals affected by the outbreak, particularly in the tourism business (Foo *et al.*, 2021).

Malaysian leisure tourism sector is one of the big tourism markets amongst all Association of Southeast Asian Nations (ASEAN) countries (Konar *et al.*, 2016). Based on the Mastercard-Crescent Rating, in the ASEAN region, the total contribution of tourism to the ASEAN's GDP was reported around 12.5% in 2019. Besides, Malaysia, Singapore and Thailand enjoy the top three intra-ASEAN travellers with around 74% of trips (Abhari *et al.*, 2021; Mastercard-CrescentRating, 2020). However, due to Covid-19 pandemic, the tourism industry had been affected and the number of tourists has plummeted drastically. According to the Fizza Zubair & Mohd Farid Shamsudin (2021), the total amount of losses by the state in Malaysia is RM 68,190,369 and the total cancellation of rooms in Malaysia is 170,085 cancellations.

In fact, there are not many countries that offer such a comprehensive leisure tourism package as Malaysia. However, there is a scarcity of evidence about what is driving the rapid growth of Malaysian leisure travel, especially in the post covid-19 recovery environment. In addition, because of the public think that leisure tourism is similar with all sorts of tourism, it is usual to define all types of tourism as leisure tourism. This is a research gap about the leisure tourism and it makes the researchers cannot find the accurate data for leisure tourism. Therefore, this study will be conducted as a reference to know more details about factors (push and pull factors, government act, risk perception about tourist, etc.) that related to the growth of inbound ASEAN tourists in Malaysia. This study also aimed to assess the satisfaction level of inbound ASEAN tourist during their visit to Malaysia. Both these findings will lead the study to give reasonable suggestion for the development of leisure tourism. This will fill the research gap in the literature related to Malaysian leisure tourism.

Therefore, to achieve the research objectives the factors affecting the satisfaction levels of leisure tourist and the satisfaction levels of leisure tourist. The relationship between the factor and satisfaction level of leisure tourist also will be examined.

The research will focus on the popular place in Kuala Lumpur. Kuala Lumpur was chosen because it is the capital of Malaysia, and the capital is where the country is most recognizable to tourists. The respondents for this research would be the tourists who visit Kuala Lumpur. The target population of respondents are inbound ASEAN tourists. The research will apply quantitative research approach to conduct the survey. A questionnaire will be established and distributed to 350 tourists that visit Kuala Lumpur. The expected duration of this study is 2 semester which is 12 months of the researcher's studies in University Tun Hussein Onn Malaysia.

## 2. Literature Review

### 2.1 Introduction

A literature review, according to Winchester & Salji (2016), is a thorough examination of the discipline that is required not only for teaching but also for research preparation and contextualization

of research findings. The purpose of this chapter is to present information and knowledge about leisure tourism. First, this chapter introduces tourism and leisure tourism in Malaysia and its development in Malaysia. Second, it describes the components of leisure tourism. The third part discusses the part about leisure tourists coming to Malaysia. In addition, the fourth part is about the hypothesis of the research framework of this study, the relationship between the satisfaction level of leisure tourists and the factors that influence satisfaction level. The final discussion relates to the importance of leisure tourism's impact on the Malaysian economy.

## 2.2 Tourism Industry and Leisure Tourism in Malaysia

Malaysia's biggest asset is its enthralling natural beauty, which includes year-round sunshine, cultural diversity, and welcoming people (Mosbah, 2014). Malaysia has risen its attention as one of the world's most popular tourist destinations in recent years. The government also provide some tourism programmes such as Volunteer Tourism (Voluntourism), Malaysia My Second Home (MM2H), Agrotourism and Homestay & Kampungstay. Tourism is now a significant contributor to the economy, serving as one of the most important sources of foreign exchange profits and a driver of economic growth. Malaysia's contribution to GDP from travel and tourism was 41.8 billion dollars in 2019 which consists in 11.7% of total economy (WTTC, 2021). However, in the beginning of the year 2020, Malaysia's government has suffered losses of up to RM 3.37 billion due to the Covid-19 pandemic (Karim & Haque, 2020). It's also been claimed that the government cancelled all trip and packages for 2020, which had primarily influencing the tourism and hospitality service. The GDP of Malaysia has been estimated by the government which known as decreased by 0.8 percent to 1.2 percent, as well as RM 10.8 billion to RM 17.3 billion (Karim & Haque, 2020).

According to the Ministry of Tourism, Arts and Culture, the current Visit Malaysia Year 2020 (VMY 2020) programme has been cancelled because to the Covid-19 pandemic. It had made an influence on the government's objective of 30 million visitors during the Visit Malaysia 2020 campaign (Chan, 2021). In leisure tourism, the tourist like to enjoy the following services in their trip such as leisure, entertainment, luxury and etc. Certainly, the most related and essential thing in leisure tourism is the service of hospitality. Hotels and homestays in Malaysia have also launched a number of packages including 3 days and 2 nights of living packages, which also include park tickets, hotel facility discounts and etc. The hospitality industry in Malaysia is growing due to the increasing contribution of tourism. The Malaysian hospitality business is changing its organization due to the pandemic's massive and unpredictable impact, which includes layoffs, insolvency, and temporary or permanent closures. According to the Malaysian Association of Hotels (MAH), hotel cancellations alone have reached roughly 193,000 nights from January to March 2020, equating to RM75 million in lost income due to COVID-19 worries, the current Movement Control Order (MCO), and travel restrictions. If the current trend continues, the industry expects an RM3.3 billion decline in room income from January to June 2020 (Awan *et al.*, 2021).

## 2.3 Component of Leisure Tourism

There are many types of activities that can consider as a part of leisure tourism which are Sport and Physical Recreation, Art and Entertainment, Countryside Recreation, Children's Play Activities, and Catering. In sport and physical recreation, people's consumption behaviour has changed so much as a result of the large selection of leisure activities available that simply experiencing sports is no longer sufficient (Zarotis, 2021a, 2021b; Zarotis & Tokarski, 2020). Many tourists travel to certain locations in order to visit stadiums such as Estadio do Maracana in Brazil. While, in art and entertainment, tourist expect more beyond the obvious offerings of lodging, food, and cultural entertainment. The artificially constructed experience world becomes a new stage of consuming, which determines the growth of tourism, as a result of new consumer behaviour. These events might be anything from major, internationally acclaimed musicals to music or arts festivals (Zarotis, 2021b).

In countryside recreation, tourists nowadays frequently spend their leisure time in the suburbs, partaking in recreational activities and excellent eating while also experiencing more traditional and rustic elements such as country. As a result, changes in the economic model of rural areas will be influenced by the spread of tourism to the countryside (Istriyani, 2021). In children's play activities, Children in a family affect the frequency and type of leisure activities (Qiao *et al.*, 2021). The hotel frequently provides kids among the tourists with amusement facilities for them to enjoy. Family entertainment should receive special attention, including customised programmes for children and teenagers, the development of appropriate menus, and entertainment systems, among other things (Abbas *et al.*, 2021). Last, although there are numerous individual catering businesses, huge chain restaurants such as McDonald's, KFC, and Starbucks dominate the catering market to fulfil the needs of leisure tourists. While visiting a location, visitors expect to be able to purchase food and beverages. The fair travel packages, which include affordable hotels, local food, and transportation provided by small tourism firms, are the main visitor attraction (Abhari *et al.*, 2021).

#### 2.4 Leisure Tourist to Malaysia

Basically, leisure tourists are looking for a place where they can really relax, so before they come to Malaysia, they will not only observe the quality of Malaysian hotels, but also make the evaluation of the facilities they want to experience. According to the Ceicdata.com (2018), the number of hotels in Malaysia is 3,455.000 Unit in 2021. It has been observed that Malaysia's ASEAN neighbours have been the most significant contributors although numerous countries contribute to the Malaysian tourist industry (Konar *et al.*, 2016). For leisure tourists, business gatherings and shopping are frequently the most appealing activity. Beach and island tourism are becoming increasingly popular destinations for visitors (Mosbah, 2014).

#### 2.5 Factor Affecting Satisfaction Level

The factors that influencing the satisfaction level of leisure tourists are push factor, pull factor, government act, risk perception and perceived service quality. These factors are hypothesized that have a relationship with the satisfaction level of leisure tourists.

##### (a) *Push Factor*

The circumstances that cause a person to feel disconnected from their roots are known as push factors. In other words, things that influence a person's emotional state (Shukor *et al.*, 2017). People feel compelled to find serenity in their daily lives and locate a relaxing spot to unwind before returning to work (Baniya Rojan, 2010; Pesonen, 2012). Finally, persons who spend time relaxing outside increase their abilities since they are exposed to fresh experiences and things that are not found in their immediate surroundings (Shukor *et al.*, 2017). Therefore, push factor related to the motivation of leisure tourist to take a trip in Malaysia.

##### (b) *Pull Factor*

According to research conducted by Reihanian A. Hin (2015) in Iran, accessibility to a location is a significant pull factor in determining a tourism destination. This is due to the fact that it involved expenditures, amenities, travel distance, and time. According to Konar *et al.* (2016), Malaysia has more amusement facilities than other countries, as well as affordable and diverse hotels and vacation packages, health and hygiene tourist attractions, and a diverse religious population that coexists happily. Therefore, pull factor related to the motivation of leisure tourist to take a trip in Malaysia.

##### (c) *Government Act*

According to past tourism studies, governments all over the world support and promote tourism because of its good impact on economic development and growth (Ali Alsheikh *et al.*, 2018). If one government's approach to COVID-19 is successful in lowering the number of deaths and confirmed

cases while also stabilizing the tourism and leisure industries, other governments will gain from learning and even copying its lead (Lee & Chen, 2022). If the package that promote by the government would fulfil demand of leisure tourist, it can reach higher satisfaction level of leisure tourists. Therefore, government act related to the motivation of leisure tourist to take a trip in Malaysia.

*(d) Risk Perception*

According to Isaac and Keijzer (2021), risk perception influences tourist travel intentions. The perceptions of risk, such as disease or crowding, differ depending on the demographics of respondents and the characteristics of their travel or destination. During the pandemic, heterogeneity is particularly obvious, as people react differently to COVID-19 risk during outdoor leisure activities (Humagain & Singleton, 2021). Furthermore, tourists' perceptions of danger influence their future behaviour and purchasing intentions (Hasan *et al.*, 2017), as well as their perceptions of the place (Isaac & Keijzer, 2021). Therefore, risk perception related to the motivation of leisure tourist to take a trip in Malaysia.

*(e) Perceived Service Quality*

Service quality, unlike product quality, is difficult to describe and evaluate due to the interdependence required by consumers and the influence of specific service qualities such as indivisibility, perishability, intangibility, and heterogeneity. Service quality is defined as a set of traits that include health and cleanliness, safety and security, facility condition, employee responsiveness, and recreational atmosphere. The provision of high-quality services has been identified as a critical component in the tourism industry's success (Mohaidin *et al.*, 2017). Therefore, perceived service quality related to the motivation of leisure tourist to take a trip in Malaysia.

## 2.6 Importance of Leisure Tourist in Malaysia Economy

Malaysia is one of the countries dominated by tourism, and its hospitality sector contributes significantly to the country's overall GDP (Awan *et al.*, 2021). When leisure tourists visit Malaysia, every spending on hotels, entertainment, luxury items, restaurants, and other activities helps to support the Malaysian economy. While shopping is rarely listed as a primary purpose for travel, Konar *et al.* (2016) asserted that it is likely the most popular tourist activity, with significant economic ramifications for local merchants. The Economic Transformation Program (ETP), on the other hand, consists of 12 programmes organised into five (5) themes: Affordable Luxury, Nature Excursions, Family Recreation, Activities, Recreation, Spa and Sports, and Tourism Business (Shukor *et al.*, 2017). Furthermore, tourist stakeholders see its potential as a strategy for boosting the economy and recovering from the COVID-19 pandemic's social impact (Chan, 2021). Leisure tourism is becoming more vital to the rehabilitation of the national economy in the post-pandemic age.

## 3. Research Methodology

The methods and steps usually utilised by researchers in the research process are discussed in this chapter. The research method is an integral aspect of the entire study. The strategy will ensure that data gathering procedures are aimed in the appropriate direction in order to meet research objectives. This chapter discusses and explains study design, sampling methods, data collection, research instrumentation, and data analysis.

### 3.1 Research Design

The approach used in the research will provide guidelines for the strategies and steps of the study. The quantitative research method was employed to conduct the analysis in this study. Quantitative research is a technique for generating numerical data and converting it to statistics. The data will be collected through survey methods such as questionnaires, internet surveys, and smartphone surveys,

among others. As a result, the focus of this study will be on the questionnaires that will be sent to respondents in order to collect data and meet the research objectives.

### 3.2 Research Population and Sample

The target population in this research will be the inbound ASEAN tourists who visit to Kuala Lumpur, Malaysia. The inbound ASEAN tourists includes the tourists that comes from Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The size of the sample in this research will be determined by referring the Krejcie and Morgan table. According to (Krejcie & Morgan, 1970), the sample size of this study is 350 tourists from the inbound ASEAN countries.

#### *(a) Sampling Method*

Random sampling and non-random sampling are the two types of sampling methods available. study employed a non-random sampling technique. Quota sampling, snowball sampling, judgement sampling, and convenience sampling are the four types of non-random sampling. Convenience sampling will be employed to gather information. The researchers chose this strategy due of the ease of sampling and investigation.

### 3.3 Data Collection

Data collection is an important aspect of research since it ensures that the research process works smoothly and that the study objectives are met. It is the process of gathering data from appropriate sources, testing hypotheses, and evaluating the results. There are two categories of data used in this study: primary data and secondary data.

#### *(a) Primary Data*

There are three approaches for the researchers to collect primary data which are observation, interviewing and questionnaire. In this research, researcher uses questionnaire to collect primary data. The questionnaire is distributed to the inbound ASEAN tourists who visit to Kuala Lumpur. The purpose of questionnaire is to identify the factors and the satisfaction level of leisure tourists.

#### *(b) Secondary Data*

Secondary data is gathered from the internet and library resources based on the study. Journal, book, report, published articles, and the official website were used as sources. Secondary data play a significant part in research since it raises the degree of validity and dependability. Secondary data will be used in this study to meet the third goal.

### 3.4 Pilot Study

The questionnaire used in this study was created by consulting relevant previous studies and doing a literature review. As a result, a pilot test will be conducted prior to the distribution of the questionnaires in order to assess the questionnaires' validity and reliability. It is the last and most important phase in data gathering because it helps to increase the survey questions' reliability. The pilot test included a total of 30 questionnaires

### 3.5 Research Instrument

The research instrument is a tool for gathering, evaluating, and analysing data from subjects relevant to the study. The data gathering instrument in this research study is a questionnaire.

#### *(a) Questionnaire*

The questionnaire is a tool that consists of a series of questions designed to gather information from respondents. The information gathered from the survey was utilised to determine the elements that influence satisfaction level of leisure tourists. Part A, Part B, and Part C are the three sections of the questionnaire. Part A will be the demography of the respondent, Part B will deal with the factor of leisure tourists to achieve research objective one and Part C will deal with the satisfaction level of leisure tourists to achieve research objective two.

### 3.6 Data Analysis

The data received from the questionnaire was analysed using descriptive statistics in this study. The method of descriptive analysis simplifies, summarises, and organises numerical data. Statistical Package for Social Sciences (SPSS) will be used to examine the data in the questionnaire. For objective 1 and 2, the descriptive statistic method will be used to analyse the factor affecting satisfaction level of leisure tourists and also the satisfaction level of leisure tourists. For objective 3, the researcher will apply the correlation and coefficient method to analyse the relationship between the factor and satisfaction level of leisure tourists.

## 4. Results and Discussion

### 4.1 Introduction

The section below in this chapter will give the data analysis and discussions regarding the findings from the questionnaire distribution. The data analysis aims to provide answers to the research questions and objectives to demonstrate the hypothesis's validity or framework and show that reliable data and research findings support it. The Statistical Package for Social Science (SPSS) software version 22 is used to interpret the data gathering.

### 4.2 Survey Return Rate

**Table 1: Survey Return Rate**

Population	Sample Size	Questionnaire Distribute	Valid Questionnaire Returned	Percentage (%)
134,728	384	384	250	65.10

The population of inbound tourists from different ASEAN countries consists around 134,728 in year 2021. According to Krejcie and Morgan (1970), 384 students are needed. Table 1 showed a total of 250 sets of questionnaires from the issued 384 have been collected with the assistance of the respondents. Therefore, the questionnaire survey return rate was 65.10% who were willing to participate in this research study.

### 4.3 Reliability and Validity Analysis

Reliability and validity analysis in research are the method of verifying the consistency and accuracy of research and results. The test is conducted for both pilot study and actual study for the study.

#### *(a) Reliability and Validity of Pilot Study*

In this pilot test, 30 targeted respondents participated, and 31 questions were used to test the questionnaire's design. The total of the measured item is 31 items which for the independent variables including Environmental Factor (EF), Attraction (AT), Cost in Trip Factor (CITF), Hospitality and Facilities (HAF) and Atmosphere of Destinations (AOD) are 5 items with the dependent variable

Satisfaction Levels of Leisure Tourist (SLOLT) is 6 items. Based on the results, the Cronbach's Alpha ( $\alpha$ ) value of 0.971 is good reliability and the questionnaire can be used for the actual study. The data was tabulated in Appendix B, Table 4.2.

*(b) Reliability and Validity for Actual Study*

A total of 250 respondents who were inbound ASEAN tourists who visited Kuala Lumpur were selected for the actual study. The results demonstrated that the Cronbach's Alpha ( $\alpha$ ) values obtained of 0.974 are good and efficient with a high level of reliability. This indicates that the reliability test results of the study also showed that the questionnaire used in this research study was also good and can be adopted. The data was tabulated in Appendix C, Table 4.3.

#### 4.4 Section A: Demographic Analysis

The questionnaires have been distributed to the inbound ASEAN tourists who visited Kuala Lumpur with different backgrounds. The demographic information of the respondents was analysed and presented in this section. The demographic data included gender, age, race, education level, employment status, monthly income, nationality inbound ASEAN and accompanying person. The researched information will help to deliver a precise distribution of respondents. The next part will present a detailed analysis of each item.

*(a) Summary of Demographic Analysis*

According to Appendix D, Table 4.4 showed that 122 male respondents and 128 female respondents with the value of 48.8% and 51.2% respectively. Besides that, there are 113 out of 250 respondents are 21 to 30 years old with 45.2%. The 31 to 40 years old respondents hold a number of 67 with 26.8%. The number of below 20 years old respondents is 30 with 12%. The number respondents of 41 to 50 years old and above 51 years old who answered the questionnaire are the same number as 20 out of 250 respondents with 8%. In addition, the majority of the races from the results are Chinese respondents with the value of 100 respondents (40%). The Malay respondents hold a number of 59 with 23.6%. The number of others race respondents is 54 with 14.8%. The other races were inbound ASEAN tourist from different races which were Bamar, Chinese Indonesian, Javanese, Kihn, Khmer, Tagalog, Tai and Thai. The number of Indian who answered the questionnaire is 37 out of 250 respondents with 14.8%. Moreover, most of respondents are achieved at Bachelor's Degree as total number of 105 respondents with 42%. The amount of respondent achieved at Diploma level is 64 with 25.6% meanwhile for respondents who achieved at Secondary School Level, Master and PhD level will be 30 respondents (12%), 23 respondents (9.2%) and 20 respondents (8%) respectively. For the other 8 number of respondents, they achieved at Primary School Level (3.2%).

Next, most of the respondents are employed in private sector as 75 respondents (30%). There are 68 out of 250 respondents still student that pursue their education (27.2%). The respondents who work in public sector and multinational are 59 respondents (23.6%) and 20 respondents (8%) respectively. There are 15 respondents who are retired or unemployed (6%) and the respondents who employed in international company hold a number of 13 (5.2%). Meanwhile, the respondent who got < RM 1, 000 is 73 respondents with 29.2%. There are 62 out of 250 respondents got RM 1, 001 to RM 2, 000 as their monthly income with 24.8%. The number of respondents who got monthly income between RM 2, 001 – RM 3, 000 is 49 with 19.6%. There are 36 respondents (14.4%) and 16 respondents (6.4%) who got their monthly income as RM 3, 001 – RM 4, 000 and RM 4, 001 – RM 5, 000 respectively. The number of respondents who got monthly income > RM 5, 001 is 14 respondents with 5.6%. Subsequently, the majority of the respondents are Malaysian and the number is 125 with 50%. Respondents from Singapore were recorded as 44 respondents with 17.6%. The respondents from Thailand and Indonesia have the same number as 16 respondents with 6.4%. Respondent from Brunei and Philippines were recorded as 14 respondents and 10 respondents with 5.6% and 4% respectively. The number of Myanmar and Cambodia respondents who answered the questionnaire is 8 (3.2%) and 7 (2.8%). The



remaining respondents are the tourist from Laos and Vietnam which hold the same number as 5 respondents with 2%. Lastly, more than half of the respondents are visited with their family members or relatives, the number of respondents is 133 out of 250 (53.2%). The number of respondents who visited with their friends is 71 respondents with 28.4%. There are 46 respondents who visited in Kuala Lumpur with their colleague as 18.4%.

#### 4.5 Section B: Analysis of Factors Affecting the Satisfaction Levels of Leisure Tourists

This section examines the main factor that affecting satisfaction level of leisure tourists travel to Malaysia. Section B consists 25 Likert Scale question and descriptive analysis would be the method that used to analyse the results. The objective of descriptive analysis is to summarize and organize the huge amount of data and it comprised into two types which is measure of central tendency and measure of variability.

##### *(a) Environmental Factor*

Based on Appendix E, Table 4.5 indicated the descriptive analysis for the environment factor dimension. The highest mean is scored by item 3, the personal safety and security conditions with a mean value of 4.02. Meanwhile, weather conditions and variety and uniqueness of flora and fauna had the same lowest mean which is 3.90. The second highest mean is the cleanliness of beaches with a mean value of 4.01. The remaining item which are the quality of air and noise had the mean value of 3.94.

##### *(b) Attraction*

According to Appendix F, Table 4.6 showed the descriptive analysis of the second dimension, attraction. There are two items scored the first ranking which are variety of shopping facilities and private and public transport facilities with a mean value of 3.96. The second highest will be the availability of nightlife and entertainment and variety of natural attraction with a score of 3.92. Then, variety of sport activities is in the minimum mean value of 3.81.

##### *(c) Cost in Trip Factor*

Based on Appendix G, the descriptive analysis for the dimension cost in trip factor is showed in Table 4.7. There is an outstanding mean value of 4.02 which is scored by item 1, price of accommodation. The lowest mean value is the price of entertainment facilities which scored 3.85. The other three items, price of food and beverages, overall value for money and price of products and services had a mean value of 4.00, 3.98 and 3.97 respectively.

##### *(d) Hospitality and Facilities*

According to Appendix H, Table 4.8 presented the descriptive analysis for the dimension of hospitality and facilities. Quality standard of accommodation scored the minimum mean value of 3.86. The highest mean value is scored by quality of food and beverage with a value of 4.04 and the second highest will be the level of service at accommodation with a value of 4.01. Thus, the item of warm and friendliness of the local residents had a mean value of 3.96 while appealing accommodation facilities scored a mean value of 3.87.

##### *(e) Atmosphere of Destinations*

Based on Appendix I, Table 4.9 showed the descriptive analysis of atmosphere of destination. The highest mean value of 4.02 is scored by 2 items which are relaxing and pleasant (can release stress) and interesting and fun. Besides, exotic scored a mean value of 3.91 and family-oriented destination had a mean value of 3.88. The lowest mean value is scored by luxurious which is 3.76.

##### *(f) Summary Descriptive Analysis by Factor*

According to Appendix J, Table 4.10 indicated the average mean of each dimension for the questionnaire. The results showed that the cost in trip factor obtained the highest mean which is 3.9656. However, the lowest mean value of 3.9144 is scored by the attraction dimension. From this result, we can know that the main criteria that the inbound ASEAN tourist to choose a country destination is the cost will spend in trip. Hence, the second highest mean value is scored by environmental factor with a value of 3.9544. The dimension of hospitality and facilities and atmosphere of destinations had a mean value of 3.9480 and 3.9392 respectively.

#### 4.6 Section C: Analysis of Satisfaction Levels of Leisure Tourists

This section examines the satisfaction levels of leisure tourist travel to Malaysia. Section C consists 6 Likert Scale question and descriptive analysis would be the method that used to analyse the results. The objective of descriptive analysis is to summarize and organize the huge amount of data and it comprised into two types which is measure of central tendency and measure of variability.

##### *(a) Descriptive Analysis by Satisfaction Level of Leisure Tourists*

According to Appendix K, Table 4.11 indicated the descriptive analysis for the satisfaction level of leisure tourists. The highest mean is scored by item 6, which is “I feel my stress was released after visiting the place” with a mean value of 4.11. However, the lowest mean value of 3.80 is scored by “there is no complain about the place”. The second highest mean is “I will share regarding the place to my family, friends and others” with a mean value of 4.10. The item of “I have positive feelings regarding the place” had a mean value of 3.96 while “I will visit this place again” scored a mean value of 3.92. Lastly, the remaining item which is “my choice to spend money in this place was a wise one” had the mean value of 3.88.

##### *(b) Summary Descriptive Analysis by Satisfaction Level of Leisure Tourists*

In Appendix L, Table 4.12 showed the average mean of satisfaction level of leisure tourists for the questionnaire. From this result, we can know that the satisfaction level of leisure tourists is at the upper middle level with the average mean value of 3.9600.

#### 4.7 Section C: Analysis of Satisfaction Levels of Leisure Tourists

##### *(a) Correlations Between Dependent Variable and Independent Variable*

In Appendix M, Table 4.13 showed the result of Spearman’s correlation coefficient between dependent variable and independent variables. Based on the results, there was a moderate positive correlation between satisfaction level of leisure tourists and environmental factor, which was statistically significant (correlation coefficient = 0.634, P = 0.000). Subsequently, there was a moderate positive correlation between satisfaction level of leisure tourists and attraction, which was statistically significant (correlation coefficient = 0.582, P = 0.000). Besides that, there was a moderate positive correlation between satisfaction level of leisure tourists and cost in trip factor, which was statistically significant (correlation coefficient = 0.537, P = 0.000). Meanwhile, there was a moderate positive correlation between satisfaction level of leisure tourists and hospitality and facilities, which was statistically significant (correlation coefficient = 0.565, P = 0.000). Lastly, there was a moderate positive correlation between satisfaction level of leisure tourists and atmosphere of destinations, which was statistically significant (correlation coefficient = 0.656, P = 0.000).

##### *(b) Coefficient Between Satisfaction Level of Leisure Tourists and Environmental Factor*

**Table 2: Coefficient Between Satisfaction Level of Leisure Tourists and Environmental Factor**

Model	Coefficients		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		

		B	Std. Error	Beta		
1	(Constant)	.529	.133		3.972	.000
	EF_IV	.868	.033	.858	26.319	.000

a. Dependent Variable: SLOLT\_DV

Table 2 showed the results of coefficient between satisfaction level of leisure tourists and environmental factor. Based on the result, we can know that the linear regression equation is  $y = 0.868x + 0.529$ . The linear regression diagram showed in Appendix N, Figure 4.1.

(c) *Coefficient Between Satisfaction Level of Leisure Tourists and Attraction*

**Table 3: Coefficient Between Satisfaction Level of Leisure Tourists and Attraction**

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.772	.146		5.297	.000
	AT_IV	.814	.036	.817	22.347	.000

a. Dependent Variable: SLOLT\_DV

Table 3 indicated the results of coefficient between satisfaction level of leisure tourists and attraction. Based on the result, we can know that the linear regression equation is  $y = 0.814x + 0.772$ . The linear regression diagram showed in Appendix O, Figure 4.2.

(d) *Coefficient Between Satisfaction Level of Leisure Tourists and Cost in Trip Factor*

**Table 4: Coefficient Between Satisfaction Level of Leisure Tourists and Cost in Trip Factor**

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.011	.159		6.350	.000
	CITF_IV	.744	.039	.769	18.949	.000

a. Dependent Variable: SLOLT\_DV

Table 4 presented the results of coefficient between satisfaction level of leisure tourists and cost in trip factor. Based on the result, we can know that the linear regression equation is  $y = 0.744x + 1.011$ . The linear regression diagram showed in Appendix P, Figure 4.3.

(e) *Coefficient Between Satisfaction Level of Leisure Tourists and Hospitality and Facilities*

**Table 5: Coefficient Between Satisfaction Level of Leisure Tourists and Hospitality and Facilities**

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.608	.140		4.342	.000
	HAF_IV	.849	.035	.841	24.445	.000

a. Dependent Variable: SLOLT\_DV

Table 5 showed the results of coefficient between satisfaction level of leisure tourists and hospitality and facilities. Based on the result, we can know that the linear regression equation is  $y = 0.849x + 0.608$ . The linear regression diagram showed in Appendix Q, Figure 4.4.

*(f) Coefficient Between Satisfaction Level of Leisure Tourists and Atmosphere of Destinations*

**Table 6: Coefficient Between Satisfaction Level of Leisure Tourists and Atmosphere of Destinations**

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.492	.134		3.670	.000
	AOD_IV	.880	.033	.859	26.405	.000

a. Dependent Variable: SLOLT\_DV

Table 6 indicated the results of coefficient between satisfaction level of leisure tourists and atmosphere of destinations. Based on the result, we can know that the linear regression equation is  $y = 0.880x + 0.492$ . The linear regression diagram showed in Appendix R, Figure 4.5.

4.8 Conclusion

In conclusion, this chapter emphasizes the data analysis for the data collection in this research. Firstly, the researcher has distributed the questionnaire forms to the targeted respondents. Thus, the data collection through questionnaire are analysed by using SPSS for objective 1 which is the factor that affecting satisfaction level of leisure tourists. Additionally, the SPSS system was also used to analyse objective 2 which is the satisfaction level of leisure tourists. Lastly, the researcher also using the correlation and linear regression in SPSS system to evaluate the relationship between the factor and satisfaction level of leisure tourist as the objective 3.

**5. Conclusion**

5.1 Introduction

The information gathered and analysed in the previous chapter will be discussed and summarised in this chapter. The discussion and explanation will be conducted in a detailed manner. Besides that, the results are summarised with the conclusions and recommendations and highlighted with the research objectives and answers. Some suggestions are also made for the related organisation and future research. Last but not least, the conclusion will be provided to wrap up this section.

5.2 Overall Summary

In this section, we can summarize that the target respondents are the inbound ASEAN tourists who choose to conduct leisure travel in Kuala Lumpur, Malaysia. The researcher distributed the questionnaire through social media such as Facebook, WhatsApp and also E-mail. Although there were 384 respondents in total for the actual sample size, only 250 respondents were willing to engage in the study and complete the questionnaire to identify the factor that affects the satisfaction level of leisure tourists. The questionnaire was designed based on 5 independent variables and 1 dependent variable which are the environmental factor, attraction, cost in trip factor, hospitality and facilities, the atmosphere of destinations and satisfaction level of leisure tourists respectively. Important results have been attained. According to the analysis, there are 128 respondents are female and the remain of 122 respondents are male. Most of the respondents are 21 to 30 years old and there are 100 out of 250 respondents are Chinese respondents. We can also know that most of the respondents achieving their

education level at the Bachelor's Degree Level and the private sector are the most employment status among 250 respondents. The majority of respondents have their monthly income as less than RM 1, 000 due to the currency of different ASEAN countries. There are half of the total respondents are Malaysian and most of the respondents visited the place with their family members or relatives.

### 5.3 Summary Based on Research Questions

#### *(a) Research Objective 1*

The questionnaires are utilised to determine the factors affecting the satisfaction levels of leisure tourist among the inbound ASEAN tourists in Kuala Lumpur. In Section B of questionnaire, there are 5 factors with 25 items which are environmental factor, attraction, cost in trip factor hospitality and facilities and atmosphere of destinations. The respondents ranked the score with their perception that they were strongly disagree, disagree, neutral, agree or strongly agree.

According to the result, we can know that the cost in trip factor is the main factor that affecting the satisfaction levels of leisure tourist among the inbound ASEAN tourists. During the Covid-19 pandemic, the world economy is plummeting and all countries are in economic crisis. For tourists, the travel expenses after the Covid-19 pandemic need to be considered, because many merchants have increased the prices of goods to revive the national economy, which includes accommodation fees, meal fees, product and service fees, and more. Although the price of product in destinations increased, but the travel agency also launched a series of discounts and travel packages to attract the attention of tourists.

During the pandemic, price promotions and attractive offers on trip packages are efficient ways to boost travel demand. This is because many people were unable to travel during the pandemic, which led to many tourists being attracted by these discounted travel packages and resolutely chose to travel after the pandemic. Moreover, the majority of businesses, firms, and organisations are downsizing, terminating workers, and placing them on unpaid leaves with no set return date. Additionally, a lot of employment was lost due to the region's declining earnings (Fizza Zubair & Mohd Farid Shamsudin, 2021). Therefore, due to the rate of unemployment increased during the pandemic period, the tourists will more considered and focused on the cost in travel.

#### *(b) Research Objective 2*

The questionnaires are also used to determine the satisfaction levels of leisure tourist among the inbound ASEAN tourists in Kuala Lumpur. In Section C of questionnaire, there are 6 items which are I will visit this place again, I will share regarding the place to my family, friends and others, there is no complain about the place, I have positive feelings regarding the place, my choice to spend money in this place was a wise one, I feel my stress was released after visiting the place. The respondents ranked the score with their perception that they were strongly disagree, disagree, neutral, agree or strongly agree.

Based on the result, the highest mean of satisfaction levels of leisure tourist among the inbound ASEAN tourists is I feel my stress was released after visiting the place with a mean value of 4.11. After experiencing the severe Covid-19 pandemic, people's feelings about modern life undoubtedly worry and pressure. This is because decades of development promote the progress of modern civilization. Learning these new things also leads to a stressful environment in which modern people live. In addition, because of the Covid-19 pandemic, people have become more cautious, which undoubtedly increases people's psychological pressure. Therefore, people will be more inclined to go to an environment where they can relax and let themselves put stress aside.

Nearly two-thirds of tourists come to Malaysia primarily for vacation, leisure, and relaxation, as well as for weddings and honeymoons (Salman & Hasim, 2012). As it is leisure travel, leisure tourists'

main intention should be to relax and enjoy the whole trip. Hence, the Malaysian government should enhance to protect the nature and environment of the beaches and islands to attract the leisure tourists. For example, the cleanliness of beaches and islands needs to be taken care of and improved so that the tourists can feel completely relaxed and not stressed or disgusted by seeing garbage or dirty conditions. Besides that, the travel agency can take this opportunity to promote the series of travel packages for relaxing purpose.

### *(c) Research Objective 3*

According to the research, it showed the result of Spearman's correlation coefficient between dependent variable and independent variables. We can know that the highest score of correlation coefficient is 0.656 which between satisfaction level of leisure tourists and atmosphere of destinations with a statistically significant ( $P = 0.000$ ). Based on the result, we can know that the relationship between all factor and satisfaction level of leisure tourists is moderate positive correlations which the value between 0.537 to 0.656. Therefore, the government and other related agencies need to pay attention to these factors when planning tourism plans to improve leisure tourists' satisfaction levels. For example, the government can build more entertainment facilities like water park, amusement park, movie city and other facilities to make the leisure tourists feel the interesting atmosphere of destinations.

### 5.4 Limitation of Research

There are some limitations that faced by the researcher when conducting the study. Firstly, the researcher faced some difficulties when referencing the literature review. The researcher was difficult to get the actual data from the previous article because not of many previous articles related in this research. Secondly, the researcher faced some difficulties when the process of collecting the data. The researcher was hard to get the questionnaire from the respondents. This is because some of the respondents were not accept the request that sent by the researcher to answer the questionnaire. The researcher was also difficult to get many respondents that were from other ASEAN country such as Laos, Myanmar, and Vietnam as the data from these countries is less. So that the researcher could only receive a total of 250 questionnaires out of 384 questionnaires. Moreover, the research location also focused on the capital of Malaysia, Kuala Lumpur only. Apart from there, due to half of the respondents are Malaysian who are not from state of Kuala Lumpur, thus the research contains the perspectives of Malaysian who from the other states such as Johor, Selangor, Pulau Pinang, Melaka, Pahang and etc. Hence, these limitations should be taken into consideration for future studies.

### 5.5 Recommendations

#### *(a) Recommendation for Government*

According to the study, we can know that the leisure tourism is important to our country because it is a key industry that can help to increase the growth of tourism in Malaysia. Due to its unique language, culture, and environment, Malaysia is a popular destination for tourists from other continents. Hence, the Malaysian government should maintain the culture and environment as this kind of tourism will help Malaysia sustain in tourism sector and also economic growth. In addition, it is also recommended that businesses in Malaysia cooperate more with travel agencies to launch discounted travel packages when purchasing products from merchants so that people can experience special travel discounts after the epidemic to attract more tourists to Malaysia. In addition, the tourism sector also needs to consider the use of modern technology as a way to promote leisure tourism. For example, people who work in the tourism sector can find current social media influencers to encourage special local travel activities and affordable travel packages. Moreover, the government can cooperate with multiple restaurants to organize food culture carnivals, allowing ASEAN tourists to experience regional cuisines of different cultures to increase their impression of Malaysia.

#### *(b) Recommendation for Future Researchers*

There are some directions and suggestions for the related research to make improvements when conducting future research on leisure tourists. Future research should be done with a more diverse and bigger sample size. For instant, future research should cover more tourist countries visiting Malaysia, not just the ASEAN tourist. Apart from that, this research only focuses on five factors which are the environmental aspect, attraction, the cost of trip factor, hospitality and facilities, and atmosphere of destinations and intention one time only. Moreover, qualitative approaches can be used to undertake research into the future as well. The results data will be more exact and precise if the respondents are interviewed.

## 5.6 Conclusion

In conclusion, this research has been conducted to identify the factor affecting satisfaction level of leisure tourists, it also to identify the satisfaction levels of leisure tourist and to examine the relationship between the factor and satisfaction level of leisure tourist. The developed research questions and objectives were achieved at the end of the entire study procedure. Last but not least, the results have been further examined and reviewed. To maintain and develop Malaysia's leisure tourism industry, all of these findings should be able to offer some significant sources to the relevant parties, including the Ministry of Tourism, the Ministry of Tourism, Arts and Culture (MOTAC), and travel agencies. As a result, recommendations for further research have been made to enhance the validity and reliability of the data gathered.

## Acknowledgement

The authors would also like to thank the Technology Management Focus Group And Faculty Technology and Business, Universiti Tun Hussein Onn Malaysia for its support.

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## Appendix A



### QUESTIONNAIRE FORM

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#### FACTORS AFFECTING SATISFACTION LEVEL OF LEISURE TOURISTS: POST COVID-19 ANALYSIS

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Dear Sir / Ms. / Madam,

I am students from Universiti Tun Hussein Onn Malaysia (UTHM) who is writing a research about “FACTORS AFFECTING SATISFACTION LEVEL OF LEISURE TOURISTS: POST COVID-19 ANALYSIS” for Final Year Project.

My research objectives are to identify the relationship between the factor and satisfaction level of leisure tourist. I would really appreciate it if you are willing to participate in this survey.

This questionnaire consists of three sections. SECTION A is about respondent information. SECTION B is about the factors affecting the leisure tourist. SECTION C is about the satisfaction level of leisure tourists. This survey would take around 5 to 10 minutes of your time.

The result of this questionnaire will only be disclosed in aggregate format and be used solely for academic purposes to fulfil the requirement of my degree course in Bachelor of Technology Management.

Thank you for spending your precious time in order to fill in this questionnaire.

**Researcher:**

Low Teck En  
Department of Technology Management  
Faculty of Technology Management  
and Business  
Universiti Tun Hussein Onn Malaysia  
Tel: 017-8402218  
Email: ap170474@siswa.uthm.edu.my

**Supervisor:**

Dr. Chandrashekar Ramasamy  
Department of Technology Management  
Faculty of Technology Management  
and Business  
Universiti Tun Hussein Onn Malaysia  
Tel: 014-9205227  
Email: chandra@uthm.edu.my

### **SECTION A: Respondents Information**

Please tick (√) or write in the relevant box. Only ONE answer is needed for each question.

1. Gender
  - Male
  - Female
  
2. Age (Years)
  - 18- 22 years old
  - 23 – 26 years old
  - 27 – 30 years old
  - 31 – 34 years old
  - 35 years old and above
  
3. Race
  - Malay
  - Chinese
  - Indian
  - Other: \_\_\_\_\_
  
4. Education Level
  - SPM
  - STPM
  - Post-graduate diploma
  - Bachelor's degree
  - Master
  - PhD
  
5. Employment Status
  - Student
  - Public Sector
  - Private Sector
  - Multinational
  - International
  - Retired/Unemployed
  
6. Monthly Income
  - < RM1000
  - RM 1, 001 – RM 2, 000
  - RM 2, 001 – RM 3, 000
  - RM 3, 001 – RM 4, 000
  - RM 4, 001 – RM 5, 000
  - > RM 5, 000
  
7. Nationality
  - Brunei
  - Cambodia
  - Indonesia
  - Laos
  - Malaysia
  - Myanmar
  - Philippines

- Singapore
- Thailand
- Vietnam

8. Visited With...

- Family Members/Relatives
- Friends
- Colleague

**SECTION B: Factors Affecting Satisfaction Levels of Leisure Tourist**

Please circle ONLY ONE of your answer for SECTION B based on the scale rating as below:

Strongly Agree	Agree	Moderate	Disagree	Strongly Disagree
5	4	3	2	1

**ENVIRONMENTAL FACTOR**

1) Cleanliness of beaches.	5	4	3	2	1
2) Weather conditions.	5	4	3	2	1
3) Personal safety and security conditions.	5	4	3	2	1
4) Quality of air and noise.	5	4	3	2	1
5) Variety and uniqueness of flora and fauna.	5	4	3	2	1

**ATTRACTION**

1) Variety of shopping facilities.	5	4	3	2	1
2) Availability of nightlife and entertainment.	5	4	3	2	1
3) Variety of natural attractions.	5	4	3	2	1
4) Variety of sport activities.	5	4	3	2	1
5) Private and public transport facilities.	5	4	3	2	1

**COST IN TRIP FACTOR**

1) Price of accommodation.	5	4	3	2	1
2) Price of products and services.	5	4	3	2	1
3) Price of food and beverages.	5	4	3	2	1
4) Price of entertainment facilities.	5	4	3	2	1
5) Overall value for money.	5	4	3	2	1

**HOSPITALITY AND FACILITIES**

1) Level of service at accommodation.	5	4	3	2	1
2) Quality of food and beverage.	5	4	3	2	1
3) Warm and friendliness of the local residents.	5	4	3	2	1
4) Appealing accommodation facilities.	5	4	3	2	1
5) Quality standard of accommodation.	5	4	3	2	1

**ATMOSPHERE OF DESTINATIONS**

1) Luxurious.	5	4	3	2	1
2) Family-oriented destination.	5	4	3	2	1
3) Relaxing and pleasant (can release stress).	5	4	3	2	1
4) Exotic.	5	4	3	2	1
5) Interesting and fun.	5	4	3	2	1

**SECTION C: Satisfaction Levels of Leisure Tourist.**

Please circle on the numbers 1, 2, 3, 4 or 5 according to your level of experience.

	1	2	3	4	5
	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
1. I will visit this place again.				1	2 3 4 5
2. I will share regarding the place to my family, friends and others.				1	2 3 4 5
3. There is no complain about the place.				1	2 3 4 5
4. I have positive feelings regarding the place.				1	2 3 4 5
5. My choice to spend money in this place was a wise one.				1	2 3 4 5

**Appendix B**

**Table 4.2: Reliability Test for Pilot Test**

<b>N of Respondents</b>	<b>N of Items</b>	<b>Variables</b>	<b>Cronbach's Alpha (<math>\alpha</math>)</b>
30	5	Environmental Factor	0.844
		Attraction	0.797
		Cost in Trip Factor	0.887
		Hospitality and Facilities	0.849
		Atmosphere of Destinations	0.825
	6	Satisfaction Levels of Leisure Tourist	0.919
	31	All Variables	0.971

**Appendix C**

**Table 4.3: Reliability Test for Actual Study**

<b>N of Respondents</b>	<b>N of Items</b>	<b>Variables</b>	<b>Cronbach's Alpha (<math>\alpha</math>)</b>
250	5	Environmental Factor	0.854
		Attraction	0.859
		Cost in Trip Factor	0.881
		Hospitality and Facilities	0.856
		Atmosphere of Destinations	0.850
	6	Satisfaction Levels of Leisure Tourist	0.902
	31	All Variables	0.974

## Appendix D

Table 4.4: Summary of Demographic Analysis

Demographic	Classification	Frequency (N)	Percentage (%)
Gender	Male	122	48.8
	Female	128	51.2
Age	Below 20 years old	30	12.0
	21 – 30 years old	113	45.2
	31 – 40 years old	67	26.8
	41 – 50 years old	20	8.0
	Above 51 years old	20	8.0
Race	Malay	59	23.6
	Chinese	100	40.0
	Indian	37	14.8
	Other	54	21.6
Education Level	Primary School Level	8	3.2
	Secondary School Level	30	12.0
	Diploma	64	25.6
	Bachelor's Degree	105	42.0
	Master	23	9.2
	PhD	20	8.0
Employment Status	Student	68	27.2
	Public Sector	59	23.6
	Private Sector	75	30
	Multinational	20	8
	International	13	5.2
	Retired/Unemployed	15	6.0
Monthly Income	< RM 1, 000	73	29.2
	RM 1, 001 – RM 2, 000	62	24.8
	RM 2, 001 – RM 3, 000	49	19.6
	RM 3, 001 – RM 4, 000	36	14.4
	RM 4, 001 – RM 5, 000	16	6.4
	> RM 5, 001	14	5.6
Nationality Inbound ASEAN	Brunei	14	5.6
	Cambodia	7	2.8
	Indonesia	16	6.4
	Laos	5	2.0
	Malaysia	125	50.0
	Myanmar	8	3.2
	Philippines	10	4.0
	Singapore	44	17.6
	Thailand	16	6.4
	Vietnam	5	2.0
Visited With... (Accompanying Person)	Family Members / Relatives	133	53.2
	Friends	71	28.4
	Colleague	46	18.4

**Appendix E**

**Table 4.5: Descriptive Statistics (Environmental Factor)**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
Cleanliness of beaches.	250	4.01	1.055
Weather conditions.	250	3.90	.945
Personal safety and security conditions.	250	4.02	1.022
Quality of air and noise.	250	3.94	1.070
Variety and uniqueness of flora and fauna.	250	3.90	1.073
Valid N (listwise)	250		

**Appendix F**

**Table 4.6: Descriptive Statistics (Attraction)**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
Variety of shopping facilities.	250	3.96	1.092
Availability of nightlife and entertainment.	250	3.92	1.040
Variety of natural attractions.	250	3.92	1.063
Variety of sport activities.	250	3.81	1.006
Private and public transport facilities.	250	3.96	1.011
Valid N (listwise)	250		

**Appendix G****Table 4.7: Descriptive Statistics (Cost in Trip Factor)**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
Price of accommodation.	250	4.02	1.014
Price of products and services.	250	3.97	1.039
Price of food and beverages.	250	4.00	1.047
Price of entertainment facilities.	250	3.85	1.094
Overall value for money.	250	3.98	1.028
Valid N (listwise)	250		

**Appendix H****Table 4.8: Descriptive Statistics (Hospitality and Facilities)**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
Level of service at accommodation.	250	4.01	1.014
Quality of food and beverage.	250	4.04	0.989
Warm and friendliness of the local residents.	250	3.96	1.054
Appealing accommodation facilities.	250	3.87	1.029
Quality standard of accommodation.	250	3.86	1.074
Valid N (listwise)	250		



**Appendix I**

**Table 4.9: Descriptive Statistics (Atmosphere of Destination)**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
Luxurious.	250	3.87	1.075
Family-oriented destination.	250	3.88	1.000
Relaxing and pleasant (can release stress).	250	4.02	0.996
Exotic.	250	3.91	1.030
Interesting and fun.	250	4.02	1.022
Valid N (listwise)	250		

**Appendix J**

**Table 4.10: Summary Descriptive Statistics of Each Average of Mean**

<b>Descriptive Statistics</b>				
	N	Sum	Mean	Std. Deviation
Environmental Factor	250	988.60	3.9544	.82179
Attraction	250	978.60	3.9144	.83413
Cost in Trip Factor	250	991.40	3.9656	.85940
Hospitality and Facilities	250	987.00	3.9480	.82278
Atmosphere of Destinations	250	984.80	3.9392	.81066
Valid N (listwise)	250			

**Appendix K**

**Table 4.11: Descriptive Statistics (Satisfaction Level of Leisure Tourists)**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
I will visit this place again.	250	3.92	.992
I will share regarding the place to my family, friends and others.	250	4.10	.913
There is no complain about the place.	250	3.80	1.133
I have positive feelings regarding the place.	250	3.96	1.010
My choice to spend money in this place was a wise one.	250	3.88	1.085
I feel my stress was released after visiting the place.	250	4.11	.936
Valid N (listwise)	250		

**Appendix L**

**Table 4.12: Summary Descriptive Analysis by Satisfaction Level of Leisure Tourists**

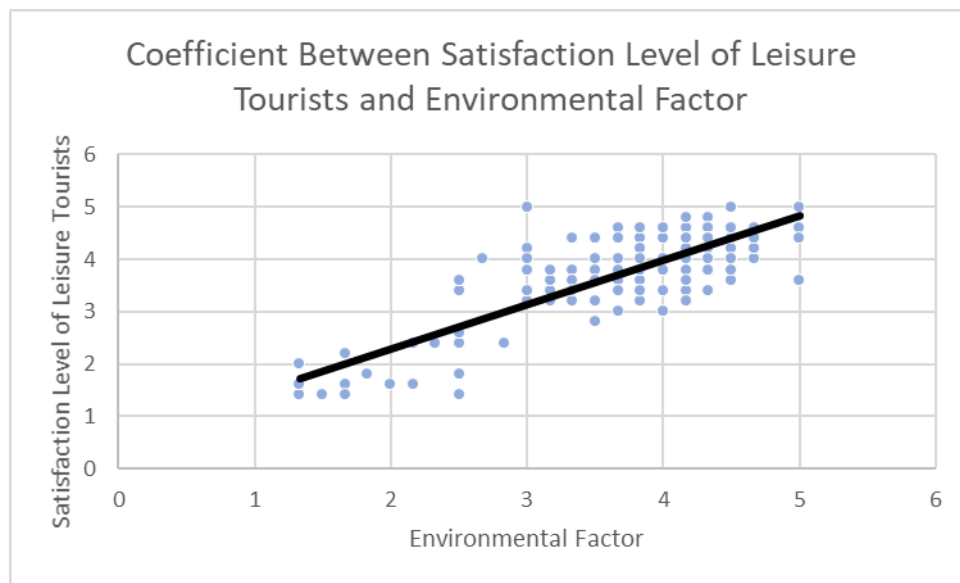
<b>Descriptive Statistics</b>				
	N	Sum	Mean	Std. Deviation
Satisfaction Level of Leisure Tourists	250	990.00	3.9600	.83096
Valid N (listwise)	250			

**Appendix M**

**Table 4.13: Correlations Coefficient Between Dependent Variable and Independent Variable**

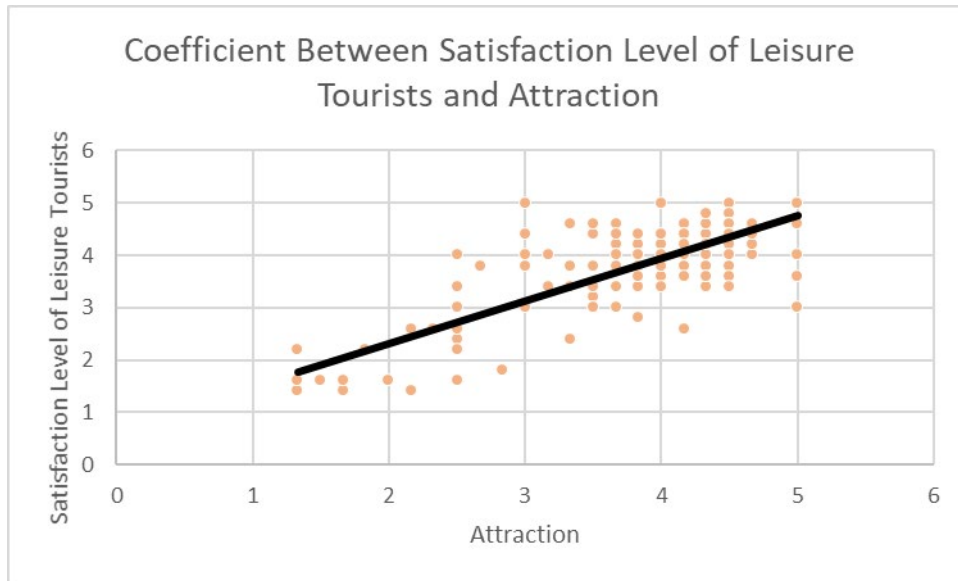
<b>Dependent Variable: Satisfaction Level of Leisure Tourists</b>			
Independent Variables	N	Correlation Coefficient	Significant value
Environmental Factor	250	0.634	0.000
Attraction	250	0.582	0.000
Cost in Trip Factor	250	0.537	0.000
Hospitality and Facilities	250	0.565	0.000
Atmosphere of Destinations	250	0.656	0.000

**Appendix N**



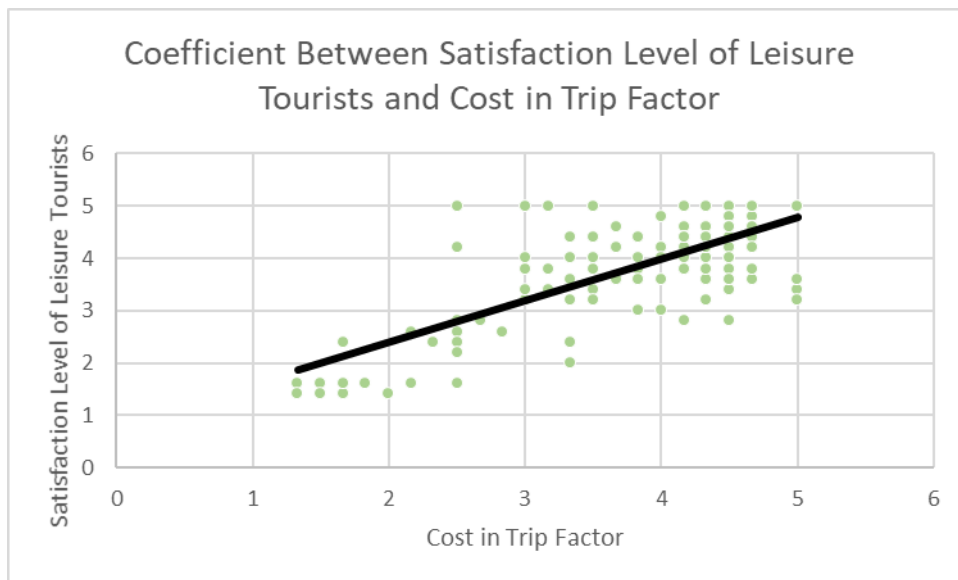
**Figure 4.1: Linear Regression Diagram of Coefficient Between Satisfaction Level of Leisure Tourists and Environmental Factor**

### Appendix O



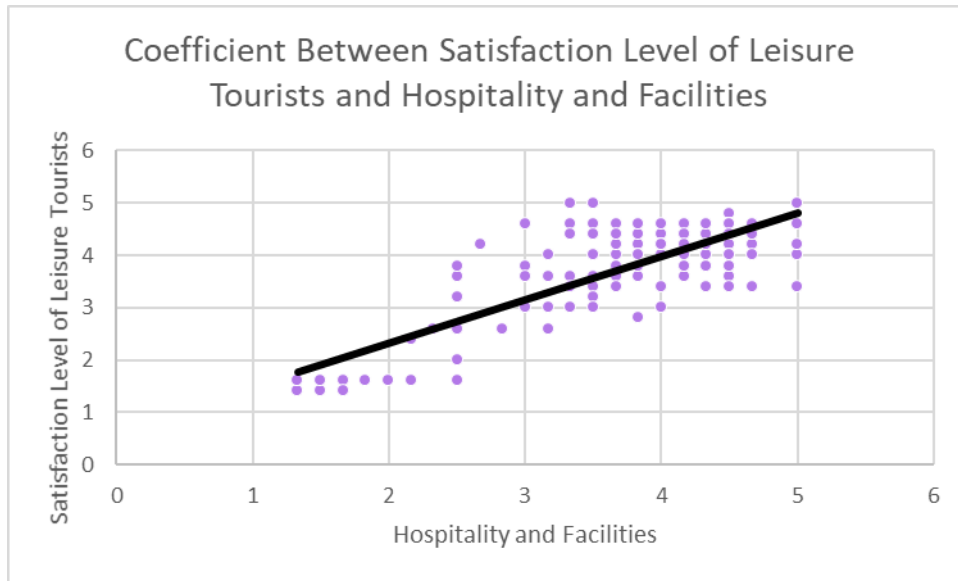
**Figure 4.2: Linear Regression Diagram of Coefficient Between Satisfaction Level of Leisure Tourists and Attraction**

### Appendix P



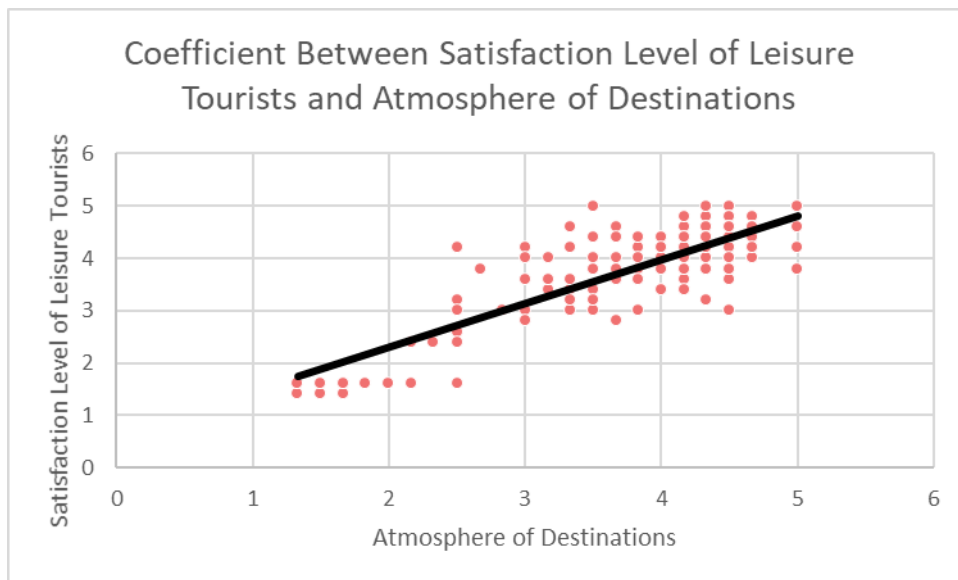
**Figure 4.3: Linear Regression Diagram of Coefficient Between Satisfaction Level of Leisure Tourists and Cost in Trip Factor**

### Appendix Q



**Figure 4.4: Linear Regression Diagram of Coefficient Between Satisfaction Level of Leisure Tourists and Hospitality and Facilities**

### Appendix R



**Figure 4.5: Linear Regression Diagram of Coefficient Between Satisfaction Level of Leisure Tourists and Atmosphere of Destinations**