**UNIVERSITI TEKNOLOGI MARA**

# DETERMINANTS OF TOURISTS' REVISIT INTENTION TO JOHOR: EXAMINING MOTIVATION AND THE MODERATING ROLE OF SOCIAL MEDIA

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Thesis submitted in fulfilment
of the requirements for the degree of
**Master of Science**
**(Business Management)**

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# ABSTRACT

Tourist revisit intention is a critical indicator of destination sustainability, competitiveness, and long-term tourism development. Understanding the factors that encourage tourists to return is therefore essential for destinations seeking to strengthen their market position. This study investigates the factors influencing tourists' revisit intention to destinations in Johor, with particular emphasis on the Theory of Planned Behaviour developed by Ajzen (1991). In addition to the core constructs of attitude, subjective norm and perceived behavioural control, this study extends the Theory of Planned Behaviour by incorporating motivation as an additional antecedent. Furthermore, social media is examined as a moderating variable to understand its role in shaping the strength of selected relationships within the model. A quantitative research design was adopted, and data were collected through a structured self-administered questionnaire distributed to 350 tourists who had previously visited destinations in Johor. A convenience sampling technique was employed, and responses were measured using a five-point Likert scale. Data cleaning, screening, and preliminary analyses were conducted using the Statistical Package for the Social Sciences (SPSS) version 30. Subsequently, Partial Least Squares Structural Equation Modelling (PLS-SEM) version 4.1.1.4 was utilised to evaluate the measurement and structural models and to test the proposed hypotheses. The findings indicate that subjective norm, perceived behavioural control and motivation significantly influence tourists' revisit intention, while attitude shows no significant effect. The results further reveal that social media plays a significant moderating role in strengthening the relationship between subjective norm and revisit intention. However, social media does not significantly moderate the relationship between motivation and revisit intention. Overall, four of the proposed hypotheses are supported, while two are not supported. From a theoretical perspective, this study contributes to the tourism literature by extending the application of the Theory of Planned Behaviour through the inclusion of motivation and by empirically examining the moderating role of social media in a destination-specific context. Practically, the findings provide valuable insights for tourism stakeholders in Johor by highlighting the importance of social influence, perceived control and motivational factors in encouraging repeat visitation. Tourism marketers and policymakers may leverage social media platforms to strengthen positive social norms and enhance revisit intention. The study concludes by offering recommendations for future research, including the use of longitudinal designs, alternative moderators, and broader geographical coverage to further enrich the understanding of tourist revisit behaviour.

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# LIST OF SYMBOLS

**Symbols**

| | |
|---|---|
| $\beta$ | Beta |
| $D^2$ | Mahalanobis Distance |
| $\chi^2$ | Chi-square |
| $R^2$ | R-squared or Coefficient of Determination |
| $f^2$ | f-squared or Effect Size |
| $Q^2$ | Q-squared or Predictive Relevance |
| $\rho C$ | Composite Reliability or Rho_C |
| *p* | p-value or Probability Value |
| *t* | t-value or Test Statistic Value |

# LIST OF ABBREVIATIONS

**Abbreviations**

| | |
|---|---|
| AT | Attitude |
| AVE | Average Variance Extracted |
| BCa | Bias-Corrected and Accelerated |
| BCI LL | Bias-Corrected Lower Limit |
| BCI UL | Bias-Corrected Upper Limit |
| CB-SEM | Covariance-Based Structural Equation Modelling |
| CFA | Confirmatory Factor Analysis |
| CMV | Common Method Variance |
| CR | Composite Reliability |
| DOSM | Department of Statistic Malaysia |
| DV | Dependent Variable |
| e-WOM | Electronic Word-of-Mouth |
| GDP | Gross Domestic Product |
| HTMT | Heterotrait-Monotrait Ratio |
| IT | Information Technology |
| IV | Independent Variable |
| MAR | Missing at Random |
| MCAR | Missing Completely at Random |
| MNAR | Missing Not at Random |
| MTEs | Memorable Tourist Experiences |
| MV | Motivation |

| | |
|---|---|
| PBC | Perceived Behavioural Control |
| PLS-SEM | Partial Least Squares Structural Equation Modelling |
| RI | Revisit Intention |
| ROI | Return on Investment |
| SM | Social Media |
| SN | Subjective Norm |
| SPSS | Statistical Package for the Social Sciences |
| SRESID | Standardised Residual |
| TPB | Theory of Planned Behaviour |
| UNWTO | United Nations World Tourism Organization |
| VIF | Variance Inflation Factor |
| ZPRED | Standardised Predicted Value |

# CHAPTER 1
# INTRODUCTION

## 1.1 Preamble

This chapter discusses the overall background of the study, which comprises the background of the study, problem statement, research questions and objectives, significance of the study, scope of study, limitations of the study and the definitions of terms.

## 1.2 Background of Study

Tourism is one of the fastest-growing global industries and a significant contributor to economic growth in countries around the world (Huda Mazumder et al., 2012; Puah et al., 2018). It facilitates cultural exchange, expands economic networks internationally, and opens employment opportunities. In a global context, countries compete to attract tourists by offering various attractions, such as natural beauty, cultural heritage, and modern and comprehensive tourism infrastructure (Johnson & Rivas, 2013). Moreover, technological advancements and improved transportation facilities have made it easier for tourists to travel from one destination to another, further enhancing the importance of this industry within the global economy (Kawai, 2016). Tourists' intentions to revisit a destination are influenced by various factors, including safety, cultural experiences, cost and comfort during their visit (Li et al., 2013).

In a global context, tourism is one of the largest economic sectors, contributing significantly to the Gross Domestic Product (GDP) of many countries (Klarin et al., 2023). According to the United Nations World Tourism Organization (UNWTO), before the COVID-19 pandemic, over 1.5 billion international trips were recorded in 2018, establishing tourism as a vital engine of global economic growth (Chen, 2022). Tourism also plays a vital role in creating employment opportunities, reducing poverty rates, and promoting infrastructure development in tourist destinations (Moridsadat et al., 2020). Additionally, global tourism has undergone a significant transformation with

the advancement of digital technology, which has facilitated access to information and provided platforms for more efficient tourism management (Mazilu et al., 2018)

In Malaysia, tourism is a crucial contributor to the nation's economy, which is vital for promoting economic growth, strengthening diplomatic relations, and showcasing the country's cultural and environmental diversity (Tang & Tan, 2015). Malaysia is a popular tourist destination in Southeast Asia, renowned for its natural beauty, such as beaches, tropical rainforests, and mountains, as well as its unique cultural diversity, which includes a blend of Malay, Chinese, Indian, and Indigenous ethnic groups (Muhammad Salim et al., 2017; Sulaiman et al., 2018). Malaysia is also known for its excellent tourism infrastructure, including a network of hotels, airports, and efficient transportation systems, making it convenient for international tourists to visit various destinations across the country (Giap et al., 2016).

One of the key initiatives in attracting international tourists to Malaysia is the organisation of the Visit Malaysia Year campaigns, which is held periodically (Mageswari et al., 2014). This initiative focuses on promoting Malaysia as a tourism destination that offers a wide range of attractions, including ecotourism, urban tourism, cultural tourism, and culinary tourism (Jaafar & Maideen, 2012). Additionally, the Malaysian government, through the Ministry of Tourism, Arts, and Culture, emphasises introducing niche tourism products such as health tourism (Nee, 2018). Malaysia has become a leading destination for medical tourists seeking high-quality treatments at a lower cost compared to their home countries (Ching et al., 2019).

Moreover, Malaysia is also striving to enhance its tourism competitiveness by developing various themed tourism products, such as theme parks, shopping centres, and historical sites (Hoffstaedter, 2008). Significant cities like Kuala Lumpur, Georgetown, and Melaka are popular destinations for urban tourism, while areas like Cameron Highlands and Taman Negara are renowned for their natural attractions (Abd. Rahman & Daud, 2011). All of these contribute to tourists' intention to visit Malaysia, especially with the diverse range of activities and attractions available, catering to their interests and budgets (Wong, 2017). In addition to developing themed tourism products, Malaysia greatly emphasises the quality of services and the overall tourist experience. Initiatives such as improving standards of cleanliness, safety, and hospitality are prioritised to ensure that every tourist visiting Malaysia feels comfortable and secure (Ling et al., 2011).

Moreover, Johor actively promotes tourism activities and has become a key attraction for tourists due to its diverse offerings (Hamdi et al., 2019). Its strategic location in the southern part of Peninsular Malaysia, bordering Singapore, plays a crucial role in Malaysia's tourism industry. As a major gateway for international tourists, particularly from Singapore, Johor benefits from the convenient access provided by the Johor Causeway and the Second Link Bridge, making it a popular destination for both short-term visitors and transit tourists (Hutchinson et al., 2023). These transportation facilities have enhanced cross-border tourism significantly, with hundreds of thousands of daily crossings. The uniqueness of Johor lies in its wide variety of tourist attractions, including ecological tourism, cultural experiences, and modern recreational activities, positioning the state as a comprehensive destination that caters to various visitor segments. Ecological tourism has been prominently highlighted in regions like Muar and Tangkak districts, where nature-based tourism has been identified as a growing sector.

Johor's tourism sector contributes significantly to the state's economic performance and development. According to the Department of Statistics Malaysia (DOSM), Johor recorded a Gross Domestic Product (GDP) value of RM148.2 billion in 2023, making it one of the largest contributors to Malaysia's economy. The state experienced a 4.1 percent growth, driven mainly by the services sector, particularly wholesale and retail trade, accommodation, food and beverage services, transportation, and tourism-related activities, based on report from Department of Statistics Malaysia 2024. The increasing number of tourist arrivals, especially from neighbouring Singapore, has positively influenced Johor's tourism economy and strengthened business opportunities in the hospitality, transportation, and retail sectors. This demonstrates that tourism development plays an essential role in enhancing Johor's economic sustainability and competitiveness as a leading tourism destination in Malaysia.

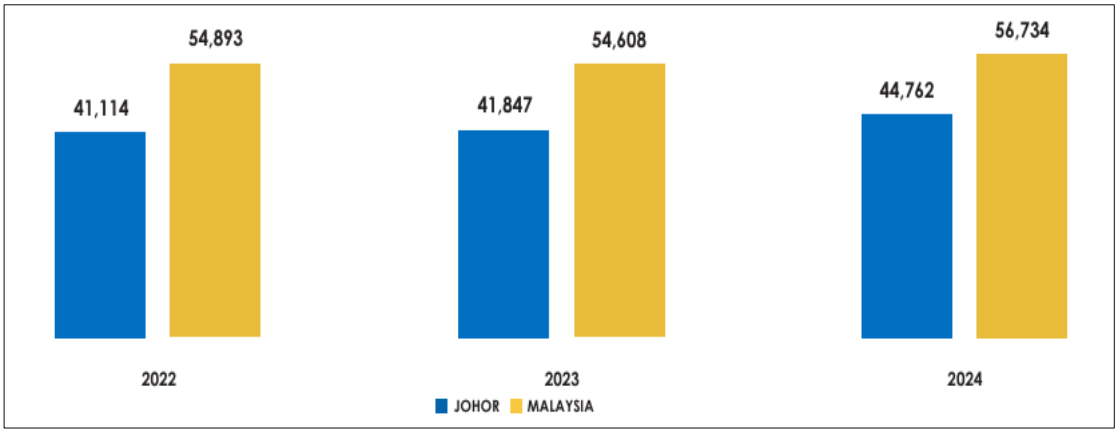



Figure 1.1 GDP Per Capita of Malaysia and Johor State, 2022-2024

The Johor state government, through initiatives such as the Johor Tourism Master Plan, has established ambitious targets for developing the tourism sector by improving infrastructure and introducing sustainable tourism practices. This includes enhancing transportation networks, upgrading tourist facilities, and promoting lesser-known destinations within Johor to ensure that the economic benefits of tourism are distributed throughout the state (Aminu et al., 2013). Additionally, Johor is focusing on niche markets such as agro-tourism and health tourism, which are rapidly growing sectors within Malaysia's tourism framework. The development of health tourism is notably connected to the Iskandar Malaysia region, making Johor a competitive player in this market. These efforts aim to diversify Johor's tourism offerings and create a more resilient and inclusive tourism economy capable of catering to a wide range of interests and needs among tourists (Hamdi et al., 2019).

The tourism industry in Johor receives strong support from the government, with collaboration between the state and federal agencies such as Tourism Malaysia and the Iskandar Malaysia Special Economic Zone to promote Johor as a key destination in national and international campaigns. Investments in infrastructure, including airports, hotels, and recreational facilities, are central to this strategy, aimed at enhancing the overall tourist experience and positioning Johor as a year-round destination (Ormond & Lim, 2018). Economically, tourism significantly contributes to state and national revenue, attracting international and domestic tourists alike. The rise in tourist arrivals has positively impacted sectors like hospitality, transportation, and retail, leading to increased job opportunities and local economic growth (Hampton, 2010). Additionally, tourism drives infrastructure development in tourist areas, improving the quality of life for local communities by enhancing local amenities and services (Rizzo & Khan, 2013).

In addition, the Johor state government has introduced the "Visit Johor 2026" campaign under the slogan "Meh Lah Johor" as part of its strategic initiative to strengthen the tourism industry and increase tourist arrivals to the state. The campaign promotes Johor as a comprehensive tourism destination that offers diverse attractions, including ecotourism, cultural heritage tourism, island tourism, food tourism, sports tourism, and medical tourism. Through this campaign, the Johor government aims to attract approximately 12 million tourists and generate around RM42.48 billion in tourism receipts (Ben Tan, 2025). The "Meh Lah Johor" slogan reflects the welcoming culture and hospitality of Johor's local community while encouraging both domestic and international tourists to explore the unique attractions of the state. Furthermore, the campaign actively utilises social media platforms such as Facebook, Instagram, TikTok, and YouTube as promotional tools to increase tourism visibility and tourist engagement.

Social media marketing enables tourists to access travel information, share travel experiences, and influence other potential visitors through electronic word-of-mouth (e-WOM) communication. Previous studies have also highlighted that social media plays an important role in influencing tourists' travel planning, destination image, and behavioural intention through online travel information sharing and electronic word-of-mouth communication (Xiang & Gretzel, 2010). The extensive use of digital and social media campaigns is expected to strengthen Johor's tourism competitiveness and enhance tourists' revisit intention towards Johor.




Figure 1.2 Logo for Visit Johor 2026 and Meh Lah Johor

Overall, Johor has become a tourist attraction due to its comprehensive blend of natural, cultural, and modern attractions. The state's strategic location, coupled with strong government support for tourism development, makes it an essential contributor to Malaysia's economy, particularly in its efforts to position itself as a competitive

global tourist destination. Therefore, this study examines the factors influencing tourists' intentions to visit Johor.

## 1.3 Problem Statement

The tourism sector is one of the main economic sectors in Malaysia (Nizwan et al., 2020). Tourism plays a crucial role in Malaysia's economic development, contributing 14.1% directly to the country's GDP (MOTAC, 2021). It is recognised as an essential industry among all nations and serves as a primary foundation for wealth creation, livelihoods, and income (Merli et al., 2019). The tourism industry views the intention to revisit as a key aspect leading to business growth and sustainability (Abbasi et al., 2021). According to Kusumawati et al., (2020), the revisit intention to the tourism sector is considered a vital factor for business growth and sustainability.

The COVID-19 pandemic, which affected the world in 2020, significantly impacted the tourism industry. In Malaysia, the tourism sector was not exempt from negative impacts, as reported by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC, 2020). Consequently, the nation's tourism revenue decreased by RM29.1 billion in the first half of 2020 compared to the same period in 2019, due to the cancellation of the Visit Malaysia 2020 campaign.

Although this is the post-pandemic phase, the need to be prepared for any crisis and unexpected outcome, as the COVID-19 virus persists, and this is not the last crisis to be faced (Harun et al., 2023). A report from the Department of Statistics Malaysia (DOSM) recorded a total of 54.3 million domestic tourists in the fourth quarter of 2023, marking an increase of 16.1% compared to the same quarter of the previous year, and a 1.6% rise quarter-on-quarter. The Department of Statistics also noted that domestic tourism expenditure amounted to RM23.8 billion, reflecting a 29.5% year-on-year increase and an 18.5% quarter-on-quarter rise. However, both statistics remain below pre-pandemic levels (2019), with domestic visitors recording a -11.8% decrease and domestic tourism expenditure declining by -17.7%.

The decline in visitors' revisit intention of visitors to return to tourism locations in Malaysia after the pandemic in 2024 may be ascribed to several causes that have been identified in a recent study. The COVID-19 pandemic has significantly influenced the behaviour and preferences of travellers, leading to alterations in their likelihood of returning to specific destinations (Yan et al., 2021). The decrease in the number of

tourists in Johor after the pandemic can be attributed to various factors related to the impact of COVID-19 on the tourism industry in Malaysia. The COVID-19 pandemic has had a significant negative impact on tourism sectors worldwide, leading to a decrease in tourist arrivals and changes in travel behaviour (Atmojo & Fridayani, 2021; Sood et al., 2022). According to Johor Menteri Besar Datuk Onn Hafiz Ghazi, industry players must be prepared and enhance their services in preparation for the upcoming Visit Johor Year 2026 (BERNAMA, 2024).

The "Visit Johor 2026" campaign, introduced under the slogan "Meh Lah Johor," aims to position Johor as a leading tourism destination in Malaysia by targeting approximately 12 million tourist arrivals and generating an estimated RM42.48 billion in tourism receipts. The campaign focuses on strengthening tourism infrastructure, enhancing service quality, promoting digital tourism marketing through social media platforms, and introducing various tourism products such as ecotourism, cultural tourism, food tourism, island tourism, and medical tourism. These initiatives demonstrate the importance of understanding tourists' revisit intentions and the factors influencing their decisions to revisit Johor, particularly in supporting the success of the Visit Johor 2026 campaign.

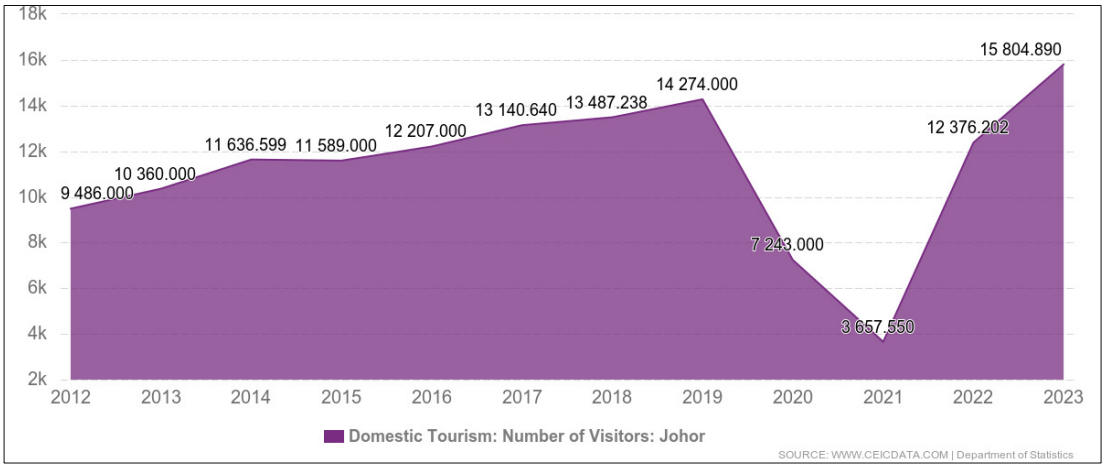



Figure 1.3 Number of Visitor to Johor

Understanding the antecedents and mechanisms behind revisit intention not only aids in comprehending tourist behaviour but also holds importance in formulating effective marketing and management strategies for tourist destinations (Chen et al., 2020). Tourists' willingness to revisit a destination reflects their satisfaction and happiness levels, indicating a desire to relive positive experiences (Pai et al., 2020).

Revisit intentions can be influenced by anticipated positive reviews of social media postings, which illustrates the post-consumption behaviour of visitors (Mittal et al., 2022). The existing research has extensively examined factors like satisfaction, destination image, and cultural contact in influencing revisit intention and there is a lack of in-depth investigation into the specific impact of social media on this aspect (Lu et al., 2022; Mursid, 2023). The level of push motivation can significantly impact the intention to revisit a destination, with low push motivation leading to reduced revisit intentions (Sukaatmadja et al., 2021). Additionally, it has been found that motivation not only affects satisfaction but also directly influences revisit intentions (He & Luo, 2020)

However, there is a lack of in-depth exploration into how motivation factors and the roles of social media specifically impact revisit intentions in these contexts. This gap presents an opportunity for this research to delve deeper into understanding how motivation factors interact with other variables to influence tourists' intentions to revisit, especially in unexplored areas of tourism studies.

This ongoing project aims to investigate the variables that impact tourists' intention to revisit a site. It introduces motivation as a new variable and social media as a moderating variable. Therefore, this study aims to explore the factors contributing to tourists' intentions to revisit destinations in Johor. The Theory of Planned Behaviour will be utilised to examine these intentions, alongside an exploration of motivational factors. Additionally, the role of social media will be investigated to assess its influence on tourists' intentions to revisit destinations in Johor.

This comprehensive approach seeks to identify the key determinants that drive revisit intention, providing valuable insights for destination marketing strategies and policy-making to enhance the attractiveness and competitiveness of Johor as a tourist destination. The selection of Johor state for this study is based on a positive increase in the comparative statistical data of tourist arrivals to the state of Johor in 2023 and 2024 for the third quarter of the year. In addition, the state of Johor also has 15 main entrance routes to the state, of which 11 are land routes, one air route, and three land routes besides it borders two neighbouring countries, Singapore and Indonesia.

The Johor government has continuously intensified its efforts to strengthen the tourism sector and encourage repeat visits through various strategic initiatives, including the promotion of cultural tourism, eco-tourism, heritage attractions, digital tourism campaigns, and the organisation of tourism-related events. In line with the

state's aspiration to position Johor as a competitive tourism destination, substantial investments have been made in tourism infrastructure, accessibility, hospitality services, and destination branding. Additionally, the increasing use of social media platforms and digital marketing strategies by tourism authorities has enabled wider dissemination of tourism information and enhanced tourist engagement. Despite these continuous promotional efforts, the number of repeat visitors to Johor remains inconsistent, indicating that government initiatives alone may not be sufficient to guarantee tourists' intention to revisit the destination. This situation highlights the need to examine the underlying determinants influencing tourists' revisit intention, particularly the roles of motivation and social media in shaping tourists' behavioural decisions.

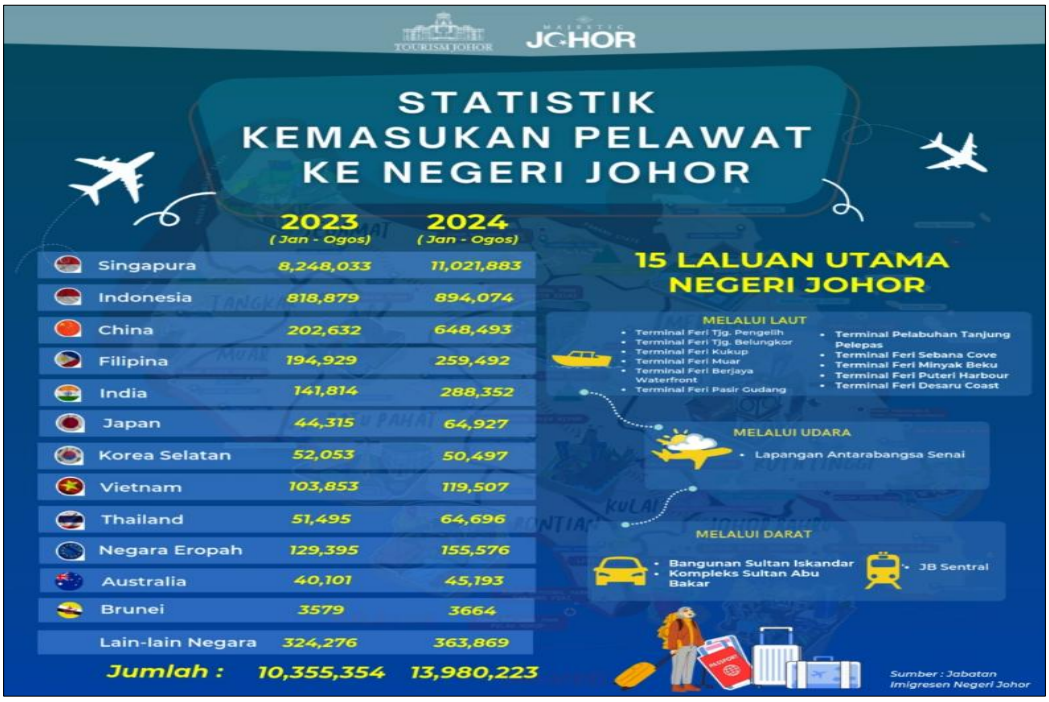



Figure 1.4 Statistics on Visitor Admission to The State of Johor

## 1.4 Research Question

There are several research questions in the research aimed at achieving the research goals. This research aims to answer the questions depending on the research objectives:

RQ1 : What is the relationship between the attitude and tourist revisit intention to Johor?

RQ2 : What is the relationship between the perceived behavioural control and tourist revisit intention to Johor?

RQ3 : What is the relationship between the subjective norm and tourist revisit intention to Johor?

RQ4 : What is the relationship between the motivation and tourist revisit intention to Johor?

RQ5 : Does social media moderate the relationship between subjective norm and tourist revisit intention to Johor?

RQ6 : Does social media moderate the relationship between motivation and tourist revisit intention to Johor?

## 1.5 Research Objective

The primary objective of this research is to examine tourists' intentions to revisit destinations in Johor. By identifying each problem in detail, the study aims to gain a clearer understanding that will facilitate the resolution of any arising issues. The main objective of this study is as follows:

RO1 : To examine the relationship between attitude and tourist revisit intention to Johor.

RO2 : To examine the relationship between perceived behavioural control and tourist revisit intention to Johor.

RO3 : To examine the relationship between subjective norm and tourist revisit intention to Johor.

RO4 : To examine the relationship between motivation and tourist revisit intention (RI) to Johor.

RO5 : To examine whether social media moderates the relationship between subjective norm and tourist revisit intention to Johor.

RO6 : To examine whether social media moderates the relationship between motivation and tourist revisit intention to Johor.

## 1.6 Significance of the Study

This research contributes significantly to the tourism literature by enhancing the understanding of factors influencing tourists' revisit intention towards tourism destinations in Johor, Malaysia (Rather, 2020). Through the application of the Theory of Planned Behaviour, the inclusion of motivation as an additional determinant, and the examination of social media as a moderating variable, valuable insights are provided for researchers, tourism stakeholders, and government authorities in improving tourism development and destination competitiveness (Ajzen, 2020; Xiang & Gretzel, 2010).

### 1.6.1 Researcher

The findings contribute to the existing body of knowledge by providing a deeper understanding of the factors influencing tourists' revisit intention towards tourism destinations in Johor (Rather, 2020). In particular, the research extends the Theory of Planned Behaviour (TPB) by integrating motivation and examining the moderating role of social media in influencing revisit intention (Ajzen, 2020; Xiang & Gretzel, 2010). Such findings enrich tourism literature, especially in the areas of tourists' behavioural intentions and destination marketing (Bahadur & Ali, 2023).

In addition, the research serves as a useful reference for future scholars who intend to explore revisit intention, tourist behaviour, social media influence, and tourism development in different destinations or contexts (Xiang et al., 2015). Empirical evidence generated from the findings may also support future studies related to tourism marketing and consumer behaviour (Buhalis & Law, 2008).

### 1.6.2 Tourism Industry

Valuable insights are provided for tourism stakeholders, destination marketers, and tourism operators in understanding the factors that encourage tourists to revisit Johor (Rather, 2020). By identifying the influence of attitude, subjective norm, perceived behavioural control, motivation, and social media on revisit intention, tourism organisations are able to formulate more effective marketing strategies and tourism campaigns to attract repeat visitors (Buhalis & Law, 2008; Xiang et al., 2015).

Moreover, the findings may assist tourism businesses in improving tourist experiences, enhancing service quality, and strengthening digital marketing efforts through social media platforms (Xiang & Gretzel, 2010). A better understanding of tourists' behavioural intentions can help tourism operators develop strategies that increase tourist satisfaction, loyalty, and destination competitiveness in Johor (Hemsley-Brown, 2019).

### 1.6.3 Government

Government agencies, particularly tourism-related authorities such as the Ministry of Tourism, Arts and Culture Malaysia and Tourism Johor, may benefit from the findings of the research. The information obtained provides useful guidance for policymakers in developing effective tourism policies and promotional strategies to encourage repeat visitation among tourists (UNWTO, 2023).

Furthermore, the findings support the government's efforts to strengthen Johor's tourism industry and enhance its position as a competitive tourism destination in Malaysia (DOSM, 2024). Insights gained from the research may assist authorities in improving tourism infrastructure, promoting sustainable tourism development, and maximising the economic contribution of tourism to local communities and the national economy (Hamdi et al., 2019; MOTAC, 2024).

## 1.7 Scope of Study

Firstly, this study is limited to examining tourist revisit intention within the context of tourism destinations in Johor, Malaysia. The study focuses on understanding the factors that influence tourists' intention to revisit destinations in Johor by applying the Theory of Planned Behaviour (TPB). In addition, this study incorporates motivation as an additional determinant and investigates the moderating role of social media in influencing revisit intention. The scope is confined to tourists' behavioural intentions rather than their actual revisit behaviour, as behavioural intention is considered a strong predictor of future actions in tourism research.

Secondly, this study specifically focuses on the tourism industry in Johor. Although revisit intention can be examined in various tourism destinations across Malaysia or internationally, Johor was selected due to its growing tourism sector and

strategic importance as one of Malaysia's key tourism destinations. Johor offers diverse tourism attractions including cultural heritage sites, eco-tourism destinations, theme parks, beaches, and shopping attractions, making it an appropriate setting to examine tourists' revisit intention. Furthermore, understanding revisit intention in Johor is important in assisting tourism stakeholders and policymakers in enhancing destination competitiveness and sustainability.

Thirdly, this study investigates revisit intention among domestic and international tourists who have previously visited tourism destinations in Johor. The respondents are limited to tourists with prior travel experience in Johor because revisit intention can only be measured among individuals who have already experienced the destination. Additionally, this study focuses on tourists aged 18 years and above, as they are considered capable of independently evaluating their travel experiences and making travel decisions. Data collection is conducted using a quantitative approach through survey questionnaires to obtain relevant information regarding tourists' attitudes, subjective norms, perceived behavioural control, motivation, social media influence, and revisit intention towards Johor tourism destinations.

## 1.8 Definition of Key Terms

To enhance understanding of this study, it is crucial to grasp the precise definitions of the concepts and terminology employed in this research. The subsequent text outlines the precise definitions of the terminology that will be employed in this study:

### 1.8.1 Revisit Intention

#### a) Theoretical definition:

The concept of intention to revisit a tourism destination refers to an individual's readiness or willingness to return to the same destination. Revisit intention, in the context of tourism, refers to a tourist's willingness or likelihood to return to a particular destination after an initial visit. This intention is often influenced by factors such as satisfaction with the experience, perceived value, destination image, and emotional connection to the place. According to a study by Kim (2023), revisit intention is defined

as the expressed likelihood of a customer to return to a particular service provider or destination based on previous experience and satisfaction levels.

**b) Operational definition:**

Revisit intention in tourism refers to an individual's willingness or desire to revisit a particular destination in the future based on previous travel experiences and overall satisfaction. This concept reflects the continuous relationship between tourists and tourism destinations, which is influenced by various factors such as positive travel experiences, destination attractiveness, service quality, emotional attachment, and tourist satisfaction. In the era of digitalization, revisit intention is also increasingly influenced by digital platforms and social media interactions, where tourists actively search for travel information, share travel experiences, read online reviews, and engage in electronic word-of-mouth communication through platforms such as Facebook, Instagram, TikTok, and YouTube. The use of digital technology and social media plays an important role in shaping tourists' perceptions, travel decisions, and behavioural intentions towards revisiting a destination. Therefore, understanding revisit intention is essential for tourism stakeholders and destination marketers in developing effective digital marketing strategies, enhancing tourist experiences, and strengthening destination competitiveness for long-term tourism sustainability and economic growth.

### 1.8.2 Attitude

**a) Theoretical definition:**

Attitude, in the context of behaviour, refers to an individual's favourable or negative perception about given activity. The consequences of one's actions determine the outcome (Ajzen, 1991). Subsequently, attitude is characterised as an individual's comprehensive evaluation of a person, object, problem, or event, including emotive, behavioural, and cognitive elements. Attitudes may be explicit, whereby people possess conscious awareness of them, or implicit, where they unintentionally affect behaviour. Attitude development is influenced by personal experiences, social factors, and cultural norms, and is intensively examined in social psychology because of its profound effect on behaviour.

**b) Operational definition:**

Attitude, in the context of revisit intention, refers to an individual's positive or negative evaluation, perception, and emotional response towards revisiting a tourism destination. A favourable attitude towards a destination can significantly influence tourists' intentions to revisit the location in the future. In the era of digitalization, tourists' attitudes are increasingly shaped by digital media exposure, online travel information, electronic word-of-mouth (e-WOM), and social media interactions through social media platforms. Online reviews, travel content sharing, and digital tourism marketing play important roles in influencing tourists' perceptions and evaluations of destinations. Positive digital experiences and social media engagement can strengthen favourable attitudes towards a destination and increase tourists' revisit intentions. Therefore, understanding tourists' attitudes in the digital environment is essential for destination marketers and tourism stakeholders in developing effective promotional strategies and enhancing tourism competitiveness.

### 1.8.3 Perceived Behavioural Control

**a) Theoretical definition:**

Perceived Behavioural Control (PBC) refers to the extent to which an individual has the capacity to influence or regulate their own behaviour. It encompasses the extent to which an individual has the ability to regulate their behaviour and the level of confidence they have in their ability to do or abstain from the behaviour (Ajzen, 2001). Perceived behavioural control affects the development of behavioural intentions and the actual performance of activities. It functions similarly to self-efficacy but includes external factors that may either promote or impede action, in addition to internal beliefs.

**b) Operational definition:**

Perceived Behavioural Control (PBC), in the context of revisit intention, refers to an individual's perception of the ease or difficulty involved in revisiting a particular tourism destination. As one of the main components of the Theory of Planned Behaviour, PBC includes tourists' perceptions of available resources, financial

capability, time availability, accessibility, transportation, and personal ability to revisit a destination. When tourists believe that they possess sufficient resources, opportunities, and control over travel arrangements, their intention to revisit a destination is likely to increase. In the era of digitalization, perceived behavioural control is also influenced by the availability of digital technology and online tourism platforms. Tourists can easily access travel information, compare prices, make online bookings, use navigation applications, and obtain destination reviews through websites and social media platforms and travel applications. The convenience provided by digital technology enhances tourists' confidence and perceived capability in planning and revisiting tourism destinations. Therefore, understanding the role of digitalization in shaping perceived behavioural control is important for tourism stakeholders and destination marketers in improving tourists' travel convenience, accessibility, and revisit intention towards tourism destinations.

### 1.8.4 Subjective Norm

#### a) Theoretical definition:

Subjective Norm pertains to the extent to which an individual's perspective and behaviour are influenced by the opinions and expectations of the individuals within their social circle. Subjective Norm, as defined by (Ajzen, 1987), pertains to an individual's view of the social pressure that either encourages or discourages them from engaging in a particular behaviour. Subjective norms can be interpreted as the perceived social pressure to engage or not engage in certain behaviours. Subjective norms are shaped by the expectations of others who refer to a habit, and an individual may feel inclined to align their own behaviour with the norms they feel are appropriate to gain social approval and avoid rejection of behaviour.

#### b) Operational definition:

Subjective norm, in the context of revisit intention, refers to an individual's perception of social pressure or influence from important people surrounding them regarding the decision to revisit a particular tourism destination. As one of the main components of the Theory of Planned Behaviour, subjective norm involves the

influence of family members, friends, colleagues, and social groups on tourists' behavioural intentions. Positive opinions, recommendations, and encouragement from significant others may increase tourists' intentions to revisit a destination, while negative perceptions or feedback may reduce their intention to return. In the era of digitalization, subjective norm is increasingly influenced by social media interactions and online communities. Tourists are exposed to travel-related content, online reviews, influencers' recommendations, electronic word-of-mouth (e-WOM), and shared travel experiences through digital platforms. These digital social influences can shape tourists' perceptions, attitudes, and behavioural intentions towards revisiting a destination. Positive online recommendations and social media engagement may strengthen tourists' confidence and intention to revisit tourism destinations. Therefore, understanding the role of digital and social influences is important for tourism marketers and destination managers in developing effective promotional strategies and enhancing tourists' revisit intention.

### 1.8.5 Motivation

#### a) Theoretical definition:

Motivation encompasses the mechanisms that drive individuals to act in certain ways. These mechanisms are triggered when a consumer experiences a perceived need or deprivation and wants to fulfil that need. In the words of Ryan and Deci (2023), motivation is defined as the complex interplay of biological, emotional, social and cognitive forces that initiate and direct behaviour towards achieving specific goals.

#### b) Operational definition:

Motivation, in the context of revisit intention, refers to the internal and external factors that encourage tourists to revisit a particular tourism destination in the future. These motivational factors may include positive previous travel experiences, the desire to explore unfinished attractions, cultural and novelty experiences, relaxation, personal development, social interaction, family bonding, and positive recommendations from others. Motivation plays an important role in influencing tourists' decision-making processes and behavioural intentions towards revisiting a destination. In the era of

digitalization, tourists' motivation is increasingly influenced by digital technology and social media platforms. Tourists are frequently exposed to travel-related content, destination advertisements, influencer promotions, online reviews, travel blogs, and shared experiences through social media platforms. These digital interactions can stimulate tourists' interest, curiosity, emotional attachment, and desire to revisit tourism destinations. Additionally, digital tourism marketing and electronic word-of-mouth (e-WOM) communication may strengthen tourists' travel motivation by providing accessible information, visual attractions, and interactive engagement with destinations. Therefore, understanding tourists' motivation in the digital environment is essential for tourism marketers and destination managers in designing effective promotional strategies and enhancing tourists' revisit intention towards tourism destinations.

### 1.8.6 Social Media

#### a) Theoretical definition:

Social media encompasses a range of digital platforms that allow users to create, share, and interact with content, promoting global connectivity and communication. It facilitates real-time interaction, community formation, and collaboration, serving as a crucial medium for personal expression and professional networking. In addition to communication, social media has evolved into a potent tool for marketing, information dissemination, and societal influence, affecting cultures, politics, and business. On the other hand, social media is defined as digital platforms and tools that enable users to create, share and engage with content and communities online, fostering connectivity, communication and collaboration (Gilbert et al., 2023).

#### b) Operational definition:

Social media refers to digital communication platforms that enable users to create, share, access, and exchange information, opinions, experiences, images, and videos through online networks and communities. In the context of tourism revisit intention, social media plays a significant role in influencing tourists' perceptions, travel decisions, and intentions to revisit tourism destinations. Platforms such as Facebook, Instagram, TikTok, travel blogs, and online review websites provide tourists with easy

access to travel information, destination promotions, user-generated content, influencer recommendations, and electronic word-of-mouth (e-WOM) communication. In the era of digitalization, social media has become an important digital marketing tool in the tourism industry, enabling tourism destinations and marketers to engage directly with tourists through interactive and real-time communication. Positive travel experiences shared online, visual tourism content, personalised recommendations, online reviews, and social interactions can create emotional attachment, strengthen destination image, and increase tourists' motivation and intention to revisit a destination. Furthermore, digital technologies integrated within social media platforms allow tourists to search for travel information, compare destinations, make travel plans, and share their tourism experiences more efficiently and conveniently. Therefore, social media plays a crucial role in shaping tourists' behavioural intentions and enhancing destination competitiveness in the digital tourism environment.

## 1.9 Chapter Summary

In summary, Chapter One offers readers an overview of the performed investigations, providing researchers with a clear direction for the study. The primary objective of this study is to furnish the Malaysian government, particularly the Ministry of Tourism, with valuable insights into visitors' inclination to revisit a site. Additionally, it aims to raise awareness among authorities regarding the need for increased preparedness, considering the prevailing unanticipated circumstances. The study was conducted in 2025, during which data were gathered from participants by the administration of a questionnaire.

# CHAPTER 2
# LITERATURE REVIEW

## 2.1 Preamble

This chapter presents a comprehensive literature review for this study, covering various aspects such as an overview of the tourism industry, the definition of revisit intention, the underpinning theory and its antecedents, the extended variable, the moderating variable, the research framework, and the research hypothesis.

A literature review involves critically examining the existing research within the research topic and utilising it as a foundation for the study. A literature review is a compilation of published written material pertaining to a specific subject, which may encompass articles, books, reports, and other significant works. The purpose of a literature review is to ascertain the existing knowledge on a particular issue and examine the methodologies employed by previous researchers in studying it. Additionally, it aims to provide the reader with a comprehensive assessment of the present understanding and identify any gaps in knowledge.

This chapter analyses the current literature related to the subject to delineate the theoretical framework of the research and assess the impact of each independent variable on the dependent variable. Multiple research studies have been conducted to investigate the many aspects that influence tourists' intention to revisit destination in Johor. These elements include attitudes, subjective norms, perceived behavioural control, motivation, and the moderating influence of social media.

## 2.2 Overview of Tourism Industry

The tourist business is a multifaceted and varied sector that includes several activities such as transportation, lodging, dining, leisure, and entertainment (Camilleri, 2018). The motivation for tourism stems from individuals' desire to go and discover novel destinations, civilisations, and encounters. The sector plays a substantial role in the global economy, creating employment opportunities and providing money for millions of individuals throughout the globe (Liu et al., 2022).

The tourism industry is susceptible to a range of obstacles and dangers, including natural disasters, political volatility, and economic downturns. Despite these obstacles, the sector is anticipated to rebound in the forthcoming years as vaccination rates escalate and travel limitations are eased. The COVID-19 pandemic has also had an influence on the sector, as several nations have implemented travel restrictions and lockdown measures in order to mitigate the spread of the virus (Yang et al., 2022).

The tourism industry exhibits a wide range of diversity and complexity, encompassing several sectors and sub-sectors. For instance, the accommodations industry includes establishments such as hotels, motels, resorts, and several other forms of lodging facilities. The food and beverage industry includes a variety of establishments, such as restaurants, cafés, bars, and other similar facilities. The recreation and entertainment industry encompasses several activities, including sightseeing, adventure sports, cultural events, and theme parks (Comerio & Strozzi, 2019).

Tourism consumption refers to all the consumption activities that fulfil consumers' material and spiritual needs from the time they leave their permanent residence until they return. This process includes receiving information about tourism products, perceiving them, making choices, decisions, purchases, enjoying the products, and evaluating their experience (Han et al., 2011).

The tourist business has been recognised as a prominent sector that may stimulate growth and bring about economic change in poor nations (Sharif & Tuan Lonik, 2014). Tourism is a sector that has the potential to stimulate economic growth by creating job opportunities, generating higher income, improving living standards, and providing support to other productive sectors (Aliah et al., 2020). According to another perspective, tourism encompasses the many activities, services, and goods offered by the tourism sector, which collectively contribute to the overall travel experience for tourists (Airey, 2016). Tourism is a significant and rapidly expanding driver of economic growth, particularly in terms of job creation, income growth, and the advancement of other industries (Neto, 2003).

Tourism is widely regarded as the primary source of foreign currency earnings in many tourist destinations worldwide (Fahimi et al., 2018). This is because the influx of tourists brings significant benefits to both the government and private sectors associated with tourism, such as accommodation establishments and tourist services (Suhel & Bashir, 2018).

From an economic standpoint, the influx of tourists has several advantages. It stimulates consumption, boosts foreign currency income, generates tax revenue, and provides employment opportunities for the local population (Chang & Mak, 2018). In contrast, another scholar proposed that implementing well-planned economic policies, governance structures, and investments in physical and human capital can foster a favourable economic environment that promotes the expansion of tourism (Payne & Mervar, 2010).

## 2.3 Revisit Intention

The concept of "revisit intention" exerts considerable influence in the field of travel, impacting consumers' choices to revisit specific destinations for future trips. The decision to revisit a trip location is typically influenced by a variety of variables that involve the distinct appeal of the place (Koay & Tey, 2024). Elements such as unforgettable experiences, cultural abundance, picturesque scenery, and the welcoming nature of the locals influence a traveller desire to return to a certain area. Moreover, the satisfaction of individual anticipations and the revelation of uncharted aspects during an initial trip can generate a feeling of inquisitiveness and enthusiasm to further explore the offerings of a certain area (Legault, 2017).

The ramifications of revisit intention in the travel sector are significant. Destinations that effectively captivate the emotions and thoughts of travellers, cultivating a need to revisit, have the potential to gain from continuous tourism and favourable word-of-mouth endorsements (Mangali & Ortaleza, 2021). Furthermore, the concept of revisit intention holds the capacity to foster a feeling of allegiance among travellers, motivating them to further explore various aspects of a place or engage in novel experiences during repeated trips. This not only enhances the economic wellbeing of the destination but also promotes a mutually beneficial connection between the traveller and the local community (Sapkota et al., 2024), as they participate in the continuous process of exploration and admiration.

In the ever-changing travel industry, it is essential for locations to comprehend the variables that influence tourists' desire to return, conducive to establishing enduring relationships with them (Li et al., 2024). Destinations that actively cater to the interests and tastes of their travellers, offering enough opportunity for ongoing exploration and discovery, are more likely to succeed in a highly competitive tourist industry. By

identifying and addressing the factors that attract people to a particular place, the travel industry may establish a long-lasting and mutually advantageous cycle of visits and enjoyment for both visitors and local populations.

The concept of intention to revisit a tourism destination refers to an individual's readiness or willingness to return to the same destination. It is considered the most reliable indicator of a future decision to revisit, such as buying a vacation package for the same destination (Kim & Han, 2010). Cole and Scott, (2004) defined it as the visitors' intention to revisit a past journey within a specific duration.

Several studies have examined the factors that affect the likelihood of tourists returning to a place (Alegre & Garau, 2011; Baloglu, 2000; Chen & Tsai, 2007) since it is more desirable to attract repeat visitors rather than constantly seeking new ones (Um et al., 2006). According to Petrick et al. (2001), a study found that a tourist's inclination to revisit a site is influenced by their degree of enjoyment, perceived value, and prior behaviour.

An essential concern for destination management is comprehending the intentions of visitors to return, since repeat visitors possess the capacity to create more revenue while simultaneously reducing expenditures for the site (Nowacki, 2009). The notion of revisit intention is taken from the concept of behavioural intent. A behavioural intention refers to the inclination and willingness to purposefully and consciously commit to a certain behaviour in the immediate future (Ryan & Glendon, 1998). According to Ajzen, (2002), research found that individuals are more inclined to engage in a behaviour when they have a stronger desire to do so.

Tourism is universally acknowledged by all nations as a crucial catalyst for economic expansion and a significant foundation for generating wealth, sustaining livelihoods, and generating income (Li et al., 2018; Merli et al., 2019). Undoubtedly, there has been significant scholarly focus on forecasting visitors' inclination to revisit, especially in the last decade, within the framework of travel and tourism literature (Loi et al., 2017). Determining the likelihood of a visitor's return is a crucial challenge in destination management, since it has the potential to enhance revenue and reduce expenses (Park et al., 2009).

Several studies have focused on identifying the factors that impact the intention of existing visitors to return, as it is more advantageous to promote their repeat visits rather than attracting new visitors (Alegre & Garau, 2011; Baloglu, 2000; Um et al., 2006). Revisit intention, as described by Cronin et al., (2000), refers to the customer's

positive inclination to purchase a product again in the future. The intention to revisit is determined by analysing previous consumption patterns prior to making a new purchase. Hence, an essential aspect of predicting future spending and promoting economic sustainability in tourism is identifying the visitors' inclination to revisit.

From a researcher's perspective, studying revisit intention offers valuable insights into consumer behaviour in the tourism sector. By examining how factors such as satisfaction, cultural experience and destination image influence revisit intent, researchers can provide actionable information that supports strategic planning to industry players such as hotel management, theme parks and travel agencies. This knowledge allows destinations to tailor their offerings to meet visitor expectations, improve the overall tourist experience, and promote sustainable growth in the competitive travel industry. In addition to being able to assist domestic tourism with attractive package offerings, improving the standard and quality of services, as well as tourism and cultural products, increasing the use of technology, strengthening public-private partnerships, as well as reskilling and upskilling initiatives.

## 2.4 The Underpinning Theory

### 2.4.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour, developed by Fishbein and Ajzen, (1975), both testing and expanding that idea, posits that purpose, rather than attitudes, serves as the primary determinant of behaviour. According to Ajzen (1991), intention is considered to represent the motivating variables that influence behaviour and indicate the level of commitment that an individual has to doing the behaviour, as well as the work put into preparing it.

Ajzen's (1991) Theory of Planned Behaviour (TPB) model has been empirically validated via extensive study and widespread use in the realm of tourism. Quintal et al., (2010) employed the TPB model to examine the phenomenon of Asian tourism to Australia. The dependent variable employed was the "intent of visit". In addition, they examined the impact of perceived risk and perceived uncertainty on the three components (attitude, subjective norm, and perceived behavioural control) of the TPB model, specifically how these factors influenced the three variables. All three were

impacted by Japanese tourists. Attitude remained unaffected for Korean and Chinese tourists.

Ajzen in 1991 further posited that the Theory of Planned Behaviour (TPB) might be employed to elucidate individuals' decision-making process about their choice of travel destinations. Subsequently, scholars in the field of tourism have employed the TPB model. Sparks (2007) conducted a study on wine tourism. The purpose was to determine if individuals would go on another wine excursion within a year after their last one. The researchers examined two sorts of attitudes: emotional attitude and attitude towards wine vacations from the past. In addition to the individual's emotional state, additional elements related to the theory of planned behaviour (TPB) have a direct impact.

The Theory of Planned Behaviour (TPB) has been widely used in tourism studies to forecast travellers' intentions to return. This paradigm asserts that individual behaviour is influenced by three primary components: attitudes toward the conduct, subjective norms, and perceived behavioural control. The use of the Theory of Planned Behaviour in tourism settings has provided substantial insights into the determinants affecting visitors' intentions to return to locations.

A substantial investigation by Yuzhanin and Fisher (2016) examined the effectiveness of the Theory of Planned Behaviour in forecasting intentions to choose vacation locations. The authors emphasised that the model adeptly encapsulates the intricacies of tourist decision-making processes, especially regarding destination selection (Yuzhanin & Fisher, 2016). This fundamental understanding of TPB has allowed more investigation into specific components of return intentions.

Azhar et al. (2022) expanded the Theory of Planned Behaviour paradigm to investigate the influence of social media electronic word-of-mouth (e-WOM) on intentions to return in a post-COVID-19 environment. Their research indicates that social media profoundly impacts visitors' views and perceived norms, thereby influencing their inclinations to return to locations (Azhar et al., 2022). This highlights the significance of the Theory of Planned Behaviour in modern tourism research, particularly considering the shifts in consumer behaviour resulting from the epidemic.

Hsu and Huang (2010) also contribute to the literature by offering an adaptation of the Theory of Planned Behaviour model specifically designed for tourists. They highlighted the need of including supplementary elements that might affect visitors' intents beyond the conventional TPB constructs, hence augmenting the model's

predictive efficacy in tourism settings (Hsu & Huang, 2010). This methodology corresponds with the observations of Liu et al., who indicated that while the Theory of Planned Behaviour (TPB) is proficient in forecasting tourist intentions, its explanatory capacity may be constrained if external elements, such as situational impacts and emotional reactions, are not considered (Liu et al., 2021).

Additionally, the research conducted by Manosuthi et al. (2020) integrated the Theory of Planned Behaviour with the Norm Activation Model to forecast the intentions of volunteer visitors to return. Self-interest and prosocial motivations were recognised as key predictors, illustrating the adaptability of the Theory of Planned Behaviour in incorporating many motivational components in tourist behaviour (Manosuthi et al., 2020). This model integration demonstrates the versatility of the Theory of Planned Behaviour in tackling the complex nature of visitor intentions.

Furthermore, the study conducted by Priyanto and Pemala (2023) examined the impact of tourism goods and amenities on the intention to return, underscoring that tangible elements of the tourism experience may substantially affect visitors' behavioural intentions (Priyanto & Pemala, 2023). This corresponds with the research of Petrick et al. (2001), who recognised pleasure and perceived value as essential factors influencing return intentions among entertainment tourists, so reinforcing the relevance of the Theory of Planned Behaviour across diverse tourism sectors (Petrick et al., 2001).

The Theory of Planned Behaviour provides a comprehensive framework for understanding and forecasting revisit intentions in tourism. Its utilisation in numerous research projects underscores its significance in elucidating the intricacies of tourist behaviour, especially with changing consumer dynamics and external factors.

From a researcher's perspective, the Theory of Planned Behaviour (TPB) serves as an effective framework for comprehending revisit intentions in tourism, since it systematically examines the psychological elements that affect tourists' choices. The model's elements, attitudes, subjective standards, and perceived behavioural control enable researchers to discern motivators and obstacles to returning, providing practical information for destination management.

Moreover, TPB's flexibility allows researchers to include supplementary factors, such as emotional experiences and electronic word-of-mouth, to tackle the increasing intricacies of visitor behaviour. This flexibility facilitates multidisciplinary study, enabling model modifications that include larger reasons such as compassion or personal values, therefore enhancing our comprehension of visitors' choices. TPB is a

crucial framework for analysing the effects of external factors and developing trends on tourist revisit intentions, rendering it pertinent for both theoretical investigation and practical implementation in tourism management.

## 2.5 Theory of Planned Behaviour and Antecedents of Revisit Intention

The Theory of Planned Behaviour has three independent antecedents or determinants of intention: attitude, subjective norm, and perceived behaviour control. The initial two precursors of attitude and subjective norms indicate the perceived appeal of engaging in a certain behaviour, whereas the third precursor, perceived behaviour control, replicates the perceived feasibility of doing the behaviour (Krueger et al., 2000).

### 2.5.1 Attitude

Attitude, in the context of behaviour, refers to an individual's positive or negative perception of a specific activity. The consequences of one's activities determine their outcome (Ajzen, 1991). The researcher points out that attitude plays a crucial role in determining one's behaviour in TPB, since it has the most significant influence on intention. This variable is described as the manifestation of perspectives about the consequences of one's actions. When an individual has a clear understanding of the favourable or unfavourable outcomes resulting from their activities, they will adopt a specific attitude. If an individual understands that abstaining from travelling is an essential measure to prevent the spread and transmission of Covid-19, they will choose not to travel. Salient beliefs are the ideas that directly influence an individual's behaviour (Ajzen, 2011).

Attitude has been proven to exert a beneficial impact on the intention to revisit. Study from Meng and Choi (2019) and Vesci and Botti (2019), the empirical data in food and beverage research. The researcher explains that attitude also influences food and beverages. Subsequently, Hasan et al. (2019) shown a favourable disposition towards the continuation of tourism, whereas Rousta and Jamshidi (2020) elucidated a good inclination for food in relation to the desire to revisit tourism.

A great deal of research has been done on the connection between revisit intention and attitude in the Theory of Planned Behaviour (TPB) paradigm. Prior studies

have repeatedly demonstrated that attitude, in addition to subjective standards and perceived behavioural control, is a significant factor in determining people's intentions to return to particular locations or businesses (Azhar et al., 2022; Goh, 2015; Koay and Cheah, 2023).

The correlation between attitude and return intention in tourism has been extensively studied, using several theoretical frameworks to investigate this link. The psychological concept of attitude greatly affects visitors' desire to revisit locations, with several studies offering empirical evidence to support this claim.

A seminal study in this field, conducted by Huang and Hsu (2009), investigated the influence of travel motivation, prior experience, perceived limitations, and attitude on the desire to return. Their results revealed that a favourable disposition towards a site markedly increases the probability of visitors planning to return, therefore enriching the overall comprehension of tourist behaviour (Huang and Hsu, 2009). This research underscores the significance of attitudes in influencing return intentions and offers a theoretical framework for comprehending the intricacies of tourist decision-making.

Goh's (2015) study on boutique hotels in Penang reinforces the favourable correlation between attitude and desire to return. The research indicated that attitude exerted the most significant impact on revisit intention among participants, as shown by a standardised path coefficient demonstrating a robust association ($\beta = 0.362$, $p < 0.01$) (Goh, 2015). This underscores that positive perceptions of a place or lodging may significantly improve travellers' desire to return.

Study from Hasan et al. (2019) examined the factors influencing visitor sentiments about the intention to repeat coastal tourism sites. Their studies indicated that tourist satisfaction significantly impacts attitudes, which then affects inclinations to return. This indicates that while contentment is a significant predictor of attitudes, these attitudes are essential in influencing visitors' decisions to return to a place (Hasan et al., 2019). The research highlights the interrelation between satisfaction, attitude, and intention to return within the tourist domain.

Ziadat's (2015) research further substantiates the importance of attitude in forecasting revisit intention. The research indicated that tourist attitudes significantly influenced return intentions, corroborating other studies that identified the same correlation (Ziadat, 2015). The uniformity shown in research highlights the strength of the relationship between attitude and revisit intention in tourist literature.

The research conducted by Liao et al. (2021) investigated the relationship among destination consumption, attitude, religious participation, satisfaction, and desire to return. Their research showed that both logical and emotional attitudes substantially affected visitors' happiness and their future intentions to return, underscoring the complex role of attitudes in influencing tourist behaviour (Liao et al., 2021).

The study by Iriobe and Abiola-Oke (2019) highlighted the influence of electronic Word-of-Mouth (e-WOM) on visitors' perceptions of places, which in turn impacts their intentions to return. This research demonstrates the impact of external elements, including online reviews and social media, on visitors' perceptions and their propensity to revisit a site (Iriobe & Abiola-Oke, 2019).

Previous studies repeatedly show that attitude significantly influences revisit intentions in tourism. Favourable perceptions of locations, influenced by characteristics such as contentment and external elements like electronic word-of-mouth, substantially increase the probability of visitor return. This study offers significant insights for tourism stakeholders seeking to cultivate consumer loyalty and improve the entire visitor experience.

Attitude plays a vital role in determining revisit intention in the tourism sector, since it profoundly affects passengers' choices to return to a location. Favourable opinions of a place, influenced by satisfaction and cultural experiences, increase the probability of return visits. Attitude signifies an individual's assessment of the results of revisitation and serves as a robust predictor of action, especially when the perceived advantages correspond with personal inclinations and prior experiences.

From a research perspective, examining the influence of attitude on return intention yields significant insights into how destinations might successfully cultivate visitor loyalty. By comprehending the factors that influence favourable views, including memorable experiences and electronic word-of-mouth (e-WOM), academics may provide strategic suggestions to improve visitor satisfaction and emotional attachment to a destination. This comprehension is particularly vital for resort managers aiming to establish conducive environments that promote first visits and foster lasting connections with guests. This emphasis on attitude not only encourages return visits but also fosters a more sustainable tourism model, whereby guests experience a profound connection and are more inclined to participate in good word-of-mouth, further promoting the destination to prospective new visitors.

### 2.5.2 Perceived Behavioural Control

Tourists evaluate the level of perceived danger in order to decide whether or not to go (Beirman, 2011; Rittichainuwat et al., 2018). Tasci et al. (2020) mentioned an individual's attitude is significantly shaped by their perceptions. Some researchers have shown a correlation between uncertain knowledge and risk perception. During a prolonged pandemic, there is a tendency for several entities to generate and disseminate dubious information, resulting in potential misunderstandings (Jeong & Holland, 2012). An abundance of conflicting facts might result in inaccurate impressions (Cavlek, 2002). Lack of clarity might diminish the impression of danger and result in indifference towards the Covid-19 protocol during a pandemic.

Another aspect of Theory of Planned Behaviour (TPB), Perceived Behavioural Control (PBC) recognises that good attitudes or intentions may not always translate into actual behaviour (Ajzen, 1991). Customer perceived value has been identified as a robust indicator of behavioural intention in customer behaviour and the intention of tourists to revisit in research related to tourism (Chang, 2014; Ranjbarian & Pool, 2015). The consideration of safety and security is a significant determinant for tourists when choosing to visit a destination, and it is commonly categorised as physical, social, and psychological concerns (Beirman, 2020). However, visitors frequently overlook the potential for a catastrophe in its current state, which might result in a genuine hazard (Mansfeld & Pizam, 2006). One may examine the impact of perceived risks on tourists' decision-making by including the variable of perceived risks into the Theory of Planned Behaviour (TPB) (Quintal et al., 2010).

PBC or perceived behavioural control, is a significant subject of conversation in several tourism-related domains, including backpackers (Hunter-Jones et al., 2007), internet travel purchases (Curras-Perez et al., 2017), and the examination of COVID-19's influence on tourist behaviour (Matiza, 2020). In certain instances, when self-control is very deficient, the concept of PBC (perceived behavioural control) might serve as the only determinant of behaviour (Ajzen, 1991; Jacobsen et al., 2019). The perceived value of a location strongly influences a tourist's desire to revisit. When tourists perceive a higher value in a destination they have visited, they are more inclined to develop an intention to revisit in the future.

Previous studies have examined the relationship between perceived behavioural control and revisit intention through the application of the Theory of Planned Behaviour

(TPB) model. The TPB was used by Hou et al., (2021) to look at the behaviour intentions of high-speed train tourists and found that attitude, subjective standard, and perceived behavioural control can all be used to predict behaviour intentions. Similarly, Warner and Wipawayangkool (2022) used the TPB to look at how the IT security environment affects IT security views. They found that perceived behavioural control is one of the main factors that determines behavioural intentions. Also, Dinh et al. (2022) looked at Vietnamese customers' plans to buy apartments and found that perceived behavioural control was a key factor in purchase intention within the extended TPB framework.

Perceived behavioural control (PBC) is an essential element of the Theory of Planned Behaviour (TPB) and has been thoroughly examined in relation to tourism, especially for plans to return. PBC denotes the perceived simplicity or complexity of executing an action, which may profoundly affect persons' intentions to partake in that activity, such as returning to a place.

Lestari et al. (2022) further investigated the influence of perceived behavioural control within the context of halal tourist destinations in Indonesia. Their research showed that PBC substantially and favourably influenced travellers' intentions to visit halal tourism destinations. This discovery highlights the significance of proficient location management and the marketing of tourism in augmenting travellers' perceived autonomy over their travel decisions (Lestari et al., 2022).

Moreover, Lam and Hsu's (2004) study on prospective travellers from China identified perceived behavioural control as a significant predictor of travel intentions. Their investigation revealed that individuals who had greater control over their travel choices were more inclined to express intentions to visit destinations, hence underscoring the significance of perceived behavioural control in the tourism context (Lam & Hsu, 2004).

Furthermore, the research conducted by Chang et al. (2014) on creative tourism revealed that perceived behavioural control is a crucial determinant affecting visitors' willingness to return to creative tourism sites. This indicates that when visitors perceive their capacity to participate in and appreciate a destination's offers, they are more inclined to express plans to return (Chang et al., 2014).

Perceived behavioural control (PBC) is crucial in shaping revisit intentions in tourism as it reflects an individual's impression of their capacity to do an activity, such as returning to a trip place. When visitors perceive control over elements affecting their

decisions, such as financial resources, travel accessibility, and safety, they are more inclined to form a robust desire to return. This perception of control bolsters their confidence in completing the return journey, hence enhancing their propensity to return.

From a researcher's viewpoint, analysing PBC offers significant insights on how external and internal elements may either promote or obstruct visitors' intents to return.

This comprehension allows researchers to recognise obstacles to return trips, such as perceived hazards or insufficient control over travel decisions, which may be alleviated by focused treatments. Furthermore, by amalgamating perceived behavioural control with variables such as perceived risk and value, researchers can cultivate a more holistic comprehension of the circumstances that influence tourists' likelihood of revisitation, thereby facilitating the formulation of strategies that empower travellers and foster enduring tourism. This method is very effective in creating customised marketing and destination management strategies that respond to visitors' feelings of control, so improving their entire experience and fostering loyalty.

### 2.5.3 Subjective Norm

A subjective norm refers to the perspective in which individuals depend on the viewpoints or evaluations of others to ascertain the appropriate or inappropriate conduct. Social approval is a concept that considers the influence of others (such as friends or family) on an action, which might impact one's intention and subsequent behaviour. In essence, it refers to the societal pressure individuals feel to do an activity that may not align with the beliefs of others (Ajzen, 1991; Yuzhanin & Fisher, 2016). The descriptive and moral criteria establish the level of conviction. The norm focus approach is highly successful in creating norms and promoting pro-social behaviour.

The subjective norm has been seen to have an impact on the intention to revisit. (Quintal et al., 2015; Vesci & Botti, 2019) have both affirmed the existence of a positive correlation between subjective norm and revisit intention in the field of food and drink studies. In the area of travel and tourism, existing research provides empirical evidence that the choices of holiday destinations are influenced by the opinions of travellers near ones (such as family, friends, or colleagues) on their decision to visit or revisit a certain place.

Previous research has investigated the correlation between revisit intention and subjective norm in the Theory of Planned Behaviour (TPB) model. For example,

Hausenblas et al., (1999) emphasised that subjective norm had a peripheral impact on intention, with attitude being a more effective predictor of intention than subjective norm (Hagger et al., 2002). In addition, Manosuthi et al., (2020) underscored the importance of subjective norms in predicting revisit intentions, as well as self-interest and prosocial motives, in the formulation of visitors' revisit intentions. Furthermore, Teng et al., (2015) discovered that subjective norms, as well as attitude, perceived behavioural control, and altruism, had a positive impact on the intention of customers to visit a green hotel. This finding emphasises the importance of subjective norms in the formation of behavioural intentions.

Numerous research has examined the impact of subjective standards on return intentions in the tourism industry, underscoring the significance of social factors in visitors' decision-making processes. Subjective norms denote the felt social pressure to engage in or abstain from an activity, and in the realm of tourism, they may substantially influence visitors' inclinations to return to locations.

A fundamental study in this domain was conducted by Choo et al. (2016) who developed a comprehensive model of festival revisit intentions. Their study found that subjective standards, especially social pressures from peers, significantly impact participants' intentions to return to a festival. The research highlights that participants are more inclined to indicate a wish to return to the festival when they feel peer support for its revisitation, as noted by Choo et al. (2016). This underscores the fluidity of subjective standards in influencing intentions to return.

Budiman and Wıjaya (2014) investigated the effect of subjective norms on consumer behaviour, highlighting their interaction with attitudes to affect behavioural intentions. Their research indicates that subjective norms may function as situational determinants that motivate people to partake in certain actions, such as returning to locations (Budiman & Wıjaya, 2014). The interplay between subjective standards and attitudes is essential for comprehending the total decision-making process of visitors.

Mu’ammar et al.'s (2023) study on religious tourism underscores the importance of subjective standards, especially in Islamic societies. The research demonstrates that the standards set by religious authorities and family strongly influence people's desire to visit holy locations. The intergenerational transfer of values and norms fosters a favourable impression of religious tourism, thereby affecting the desire to return among future generations (Mu’ammar et al., 2023).

Abbasi et al. (2021) broadened the Theory of Planned Behaviour (TPB) to examine the determinants of revisit intentions. They emphasised that subjective standards are crucial for comprehending loyalty-related actions in tourism, particularly revisit intentions. Their results indicate that while subjective standards may not consistently have a direct influence, they are essential in establishing the broader environment within which return intentions are developed (Abbasi et al., 2021).

Lee and Kim's (2017) research on volunteer tourists further corroborates the significance of subjective norm, demonstrating that these norms have a modest influence on visitors' desire to engage in volunteer activities. Their study corresponds with the Theory of Planned Behaviour framework, substantiating the notion that social effects are substantial determinants of behavioural intentions in tourism (Lam & Hsu, 2004).

Furthermore, Joo et al. (2020) discovered that subjective norm significantly impacted intentions to visit rural tourist destinations. Their research demonstrates that cultivating a favourable public image and promoting supporting social norms are essential for increasing the appeal of sustainable tourism locations (Joo et al., 2020). This discovery highlights the significance of subjective standards in fostering aspirations to return to certain tourist settings.

Ziadat's (2015) research substantiates the direct effect of subjective norm on intentions to revisit, indicating that the influence of family, friends, and other referents plays a crucial role in determining visitors' inclinations to return to a place (Ziadat, 2015). This corresponds with the extensive literature acknowledging the social aspects of travel behaviour.

Subjective norm significantly impacts revisit intentions in tourism since they embody the social pressures exerted by influential persons in one's life, including family and friends. These norms influence travellers' perceptions of the acceptability of revisiting a site, hence greatly affecting their choices. Individuals are more inclined to develop good intentions to return when they get encouragement from their social circles, particularly if they believe that their return meets the expectations or approval of others they esteem.

From a researcher's viewpoint, examining subjective standards about revisit intentions provides insights into the impact of social effects on visitor behaviour. This comprehension may assist tourism stakeholders in formulating focused marketing tactics that utilise social endorsements and peer influence on augment destination

attractiveness. The examination of subjective standards may be broadened to investigate cultural and communal impacts on travel behaviour, yielding a more profound comprehension of how societal expectations affect repeat tourism. This methodology is crucial in creating community-oriented activities and advocating for destinations that align with the social ideals of certain groups, hence cultivating enduring tourist loyalty and involvement.

## 2.6 Extended Variable

Variables can be precisely specified by quantifiable parameters via the technique of operationalisation. It will transform complex concepts into easily comprehensible ones that can then be quantitatively assessed. It is crucial for research to understand how certain factors within the study are interconnected. Therefore, it is crucial to provide clear definitions for the variables in order to enable a precise description of the relationship between them (Ali & Bhaskar, 2016).

An extended variable refers to a variable that is added to a study beyond the original set of variables, often to extend or modify the findings of a prior study. This can involve adding new variables that are relevant to the new population or context being studied, using more reliable or construct valid ways to measure variables that have merged since the original study was conduct or modifying or omitting variables that are no longer relevant to the new population context (Taherdoost, 2021).

The independent variable is the cause or factor that influences the outcome, whereas the dependent variable is the effect or result that is influenced by the independent variable. If the independent variable is an active variable, researchers have the capability to modify its values. So as to examine its impact on another variable. To conduct an analysis, it is necessary to quantify the variables, which involves assigning numerical values and determining their scale.

The phrase "extended variable" is employed within a particular research context. To fully grasp its exact meaning and ramifications, it is crucial to consult the relevant literature or documentation related to that context. This will provide the most current and correct information. Extensions to variables might encompass alterations, augmentations, or adjustments to the conventional comprehension of these characteristics.

In this study, Motivation is introduced as a novel independent variable to be incorporated into the conceptual framework. The accuracy, responsiveness, and link between the dependent variable (revisit intention) and the moderating variable (social media) will be tested using this new independent variable.

In the Theory of Planned Behaviour (TPB) model, the term "extended variable" refers to the inclusion of significant factors that go beyond the conventional TPB constructs to improve the model's predictive ability in certain situations. In order to better understand human behaviour, scholars have proposed that the TPB framework be expanded by adding new variables and changing causal links Halimi et al. (2022). To give a more thorough explanation of people's behavioural intentions, researchers have expanded the TPB model by adding factors including attitude, customer value, and environmental values (Abbasi et al., 2021; Li, 2014).

The purpose of including these additional variables in the TPB model is to allow researchers to include a wider variety of factors that affect people's intentions and behaviours. The additional dimensions enhance the model's efficiency in predicting and elucidating human behaviour by accounting for individual variances and specific situational contexts.

### 2.6.1 Extended Variable: Motivation

The correlation between motivation and revisit intention in tourism has attracted considerable interest, since comprehending these dynamics may assist tourism stakeholders in augmenting consumer loyalty and refining destination marketing tactics. Numerous studies have examined various aspects of motivation, including push and pull forces, and their influence on visitors' inclinations to revisit areas.

Motivation, or a sense of purpose, drives all behaviour. Motivation refers to the processes that lead individuals to behave in the manner that they do, and these processes begin when a consumer wants to fulfil a need, which is a situation of perceived deprivation that the consumer intends to ameliorate (Arndt et al., 2004). As a result, motivation is described as an internal force that comes from an unmet need and drives an individual to participate in a certain action.

Motivation is a fundamental aspect of tourism, influencing tourists’ choices of destinations, activities, and behaviours. It is a subjective factor that can be categorised into push and pull factors, which are perceived as negative and positive factors,

respectively, that contribute to a desire to travel or engage in specific activities (Douglas et al., 2024). Understanding visitor motivations from the destination's perspective often leads to the potential to improve visitors' experiences; moreover, it allows for the attraction and retention of more tourists (Kim et al., 2008).

To better understand leisure tourist destination choice (Scrogin et al., 2010), locations must undertake a visitor motivation study. Tourism may enhance a destination's image (Beerli &Martín, 2004). On the other hand, the impact of tourist satisfaction and loyalty (Meng et al., 2008). According to Yoon and Uysal (2005), a thorough grasp of visitor motivation and its relationship to tourist pleasure and loyalty is required for marketing destinations to succeed in an increasingly competitive sector.

Several studies have been conducted to investigate the effect of travel motive on revisit intention in tourism. For example Brent Ritchie et al. (2011) discovered that memorable experiences influence revisit intention, with nostalgia and destination attachment modulating this connection (Lu et al., 2022). Furthermore, a meta-analysis of tourist loyalty characteristics highlighted motivation as a critical concept for understanding tourist behaviour and its impact on loyalty (Wang and Li, 2023). Meanwhile, a study on academic tourism destinations discovered that motives, attitudes, satisfaction, and electronic word of mouth all impact the desire to return, underlining the intricate interaction of these variables (Tang et al., 2022).

Mannell and Iso-Ahola (1987), discovered that trip satisfaction is influenced by travel motivation, implying a causal link between motivation and satisfaction in the context of tourism. For example, Chang et al. (2014) investigated the link between visitors' motivation, experience, perceived value, and desire to repeat creative tourism sites. The study highlighted motivation, perceived value, and experience as major elements influencing visitors' propensity to return (Chang et al., 2014).

In the same way to Leong et al. (2017) investigate the impact of tourist motivation and destination ideals on tourist revisit intention, emphasising the indirect influence of motivation on revisit intention via satisfaction (Tysa & Dwita, 2022). Furthermore, a study on health and wellness tourists' motivation and behaviour intention underlined the significance of perceived value in affecting behavioural intention.

Notable research by Kumbara et al. (2020) investigated the impact of visitor motivation and experiential interest on intentions to return in West Sumatra. Their results revealed that visitors driven by novelty are more inclined to express plans to

return to places. This supports the claim that motivation is a crucial determinant of revisit intentions, as shown by a prior study by Kumbara et al. (2020).

Petrick et al. (2001) further added to this conversation by examining the factors influencing entertainment vacationers' inclinations to return. Their research revealed that previous activity, pleasure, and perceived value are substantial determinants of intentions to return, with motivation significantly influencing these elements. The findings highlight the significance of understanding visitors' motives to improve their overall experience and probability of revisiting (Petrick et al., 2001).

Elfiondri et al. (2021) investigated the function of cultural interaction as a mediator in the correlation between motivation and revisit intention in Mentawai, Indonesia. Their study indicated that visitors who are happy with their cultural experiences are more inclined to plan to return, implying that motivation derived from cultural engagement considerably influences revisit intentions (Elfiondri et al., 2021).

Lin's (2012) research on hot springs visitors reinforces the idea that motivation affects intentions to return. The study revealed that visitors' psychological well-being and self-perceptions of health, closely linked to their motives for coming, greatly influence their intentions to revisit hot springs sites (Lin, 2012). This discovery underscores the need for tourism providers to account for the psychological dimensions of motivation in experience design.

Huang and Liu (2017) investigated the moderating and mediating effects of environmental concern and ecotourism experience on intentions to return. Their research indicates that visitors driven by environmental considerations are more inclined to return to ecotourism sites, underscoring the need of matching tourism services with tourists' motives and values (Huang & Liu, 2017).

Assaker and Hallak (2013) study on novelty-seeking behaviours revealed that while individuals with strong novelty-seeking inclinations are less inclined to return to a place in the short term, their favourable experiences may foster intentions to revisit in the long run. This signifies that comprehending the motivations of various traveller groups is essential for efficient marketing methods (Assaker & Hallak, 2013).

Abubakar et al. (2017) examined the role of electronic Word-of-Mouth (e-WOM) on intentions to revisit, highlighting that motivation stemming from social factors might augment destination trust and, in turn, the desire to return. This underscores the interaction between motivation and extrinsic variables in influencing visitor behaviour (Abubakar et al., 2017).

The research by Karacaoğlu and Sert (2019) on participation motives at a tourism fair revealed that overall satisfaction and particular reasons substantially influence travellers' inclinations to return to places. This underscores the need to understand visitors' incentives to cultivate loyalty (Karacaoğlu & Sert, 2019).

Motivation is crucial in determining revisit intention in the tourism industry, since it directly affects passengers' inclination to return to a place. Motivation, as an intrinsic drive, includes both push and pull variables that influence visitors' inclination to return. These motives may include satisfying a personal need, seeking cultural involvement, or striving for psychological health. Comprehending motivation enables tourism stakeholders to create experiences that correspond with tourists' interests, thereby cultivating loyalty and improving visitor happiness.

As a researcher, posits that motivation in revisit intention provides profound insights into the behavioural patterns of visitors. By analysing certain reasons, such as their effect on return intentions, researchers might discern patterns that affect different categories of tourists. This comprehension facilitates the formulation of focused marketing tactics and customised destination offers, eventually aiding in the creation of significant experiences that align with passengers' intrinsic and extrinsic motivations. Furthermore, examining the interplay between motivation and other elements, such as social media, yields a more thorough comprehension of the decision-making process, which is crucial for fostering sustainable tourism and encouraging return travel.

The inclusion of motivation as an extended variable in this study is justified by the evolving nature of tourist behaviour and the limitations of the original Theory of Planned Behaviour (TPB) in fully explaining revisit intention within contemporary tourism contexts. Although the TPB model emphasises attitude, subjective norm, and perceived behavioural control as key determinants of behavioural intention, recent tourism studies suggest that these constructs alone may be insufficient to capture the emotional, psychological, and experiential factors influencing tourists' decisions to revisit a destination. Motivation has emerged as a significant predictor because tourists' travel decisions are increasingly driven by intrinsic desires such as relaxation, novelty-seeking, cultural exploration, escapism, and memorable experiences. Recent studies have highlighted that motivational factors substantially influence tourist satisfaction, destination attachment, loyalty, and revisit intention, particularly in highly competitive tourism destinations (Vu et al., 2024; Zulfiqar et al., 2024). Furthermore, post-pandemic tourism trends demonstrate that tourists are now more experienced-oriented and

emotionally driven when making travel decisions, making motivation an essential construct in understanding revisit behaviour. Therefore, incorporating motivation as an extended variable enhances the explanatory and predictive capability of the TPB model and provides a more comprehensive understanding of tourists' revisit intention towards Johor.

## 2.7 Moderating Variable

A moderating variable is one that "moderates the effect" of an independent variable on a dependent variable. Moderating variables are very significant in study design and analysis. MacKinnon (2011) defines moderating factors as those that impact the strength or direction of a link between two other variables.

Moderation occurs when the influence of an independent variable on a dependent variable fluctuates with the degree of a third variable, known as a moderator variable, that interacts with the independent variable (Edwards & Lambert, 2007). A variable 'z' is a moderator if the connection between two or more other variables, such as 'x' and 'y', is determined by the level of 'z' (James & Brett, 1984). The moderating effect arises when a third variable or concept alters the connection between two related variables or constructs (Hair et al., 2009). A moderator is an independent variable that modifies the strength and/or direction of the association between another independent variable and an outcome variable (Lai et al., 2015).

### 2.7.1 Moderating Variable: Social Media

The phrase "social media" refers to online platforms and apps that enable users to produce, share, and engage with material, information, and other users. These platforms may include social networking sites, microblogging sites, video-sharing services, and social curation websites. Individuals use social media to communicate and connect with friends, family, and other groups, whereas companies utilise it for marketing, product promotion, and consumer feedback (Wolf et al., 2017).

Those responsible for promoting tourism sites have analysed the importance of social media. The bulk of tourism businesses are too small to afford substantial promotion. Smaller tourist destinations, on the other hand, may profit from social media promotion. As a result, social media marketing is especially important in the tourist

sector. It is straightforward to locate social media marketing. Tourists use social media to get information and share details about their trip experiences.

Zeng and Gerritsen (2014) conducted a bibliometric analysis on tourism-related social media. They observed that the number of tourism-related social media research studies grew dramatically after 2010. They divided their data into six areas, which included social media and visitor behaviour. Leung et al. (2013) analysed social media data from tourist studies done between 2007 and 2011. According to their findings, the social media study focused on both supply and demand.

The following study was conducted to assess the influence of social media on tourism. According to Xiang and Gretzel (2010), social media plays an important role in the online tourism arena, particularly when people plan their vacations. Furthermore, this study investigated the association between social media and common search phrases used by travellers to get information. Milano et al. (2011) investigated the influence of social media platforms such as Facebook and Twitter on the popularity of tourist websites. As a result of their research, they observed that Facebook had a significant impact on increasing the number of visits to tourism websites.

Social media can have a substantial impact on return intention, since electronic word of mouth (e-WOM) can greatly affect tourist behaviour, particularly in the context of post-COVID-19 travel (Azhar et al., 2022). A study published in the Future Business Journal in 2022 discovered that e-WOM was the strongest and most powerful predictor of return intention, demonstrating social media's tremendous influence on visitor behaviour.

Social media may affect customer behaviour in a variety of ways, including purchase decisions, brand involvement, and product awareness (Akhtar et al., 2023). However, it is critical to examine both the good and bad effects of social media on revisit intentions. While social media can be an effective tool for influencing consumer behaviour and revisit intention, it is important to note that its impact is not always positive, as it has been linked to negative effects on psychological well-being and concerns about misinformation and hate (Lim & Rasul, 2022; Wang & Yan, 2022).

Helal et al. (2023) added to this conversation by analysing the impact of social media material on perceived value, trust, and plans to return among World Cup football enthusiasts. Their research indicated that social media material substantially forecasted travellers' perceived trust, which subsequently affected their inclinations to return to a

place. This highlights the significance of trust as a mediating variable in the connection between social media participation and plans to return (Helal et al., 2023).

Vu et al.'s (2024) study substantiates the idea that disseminating travel experiences on social media modulates the connection between memorable tourist experiences (MTEs) and intentions to return. The research indicates that visitors who engage in online sharing of their experiences are more inclined to form a strong connection to the place, thereby enhancing their probability of revisiting (Vu et al., 2024). This discovery underscores the significance of motivating visitors to disseminate their experiences on social media as a tactic to bolster aspirations to return.

In a study that investigated the impact of social media on visitors' views, Suprina et al. (2023) determined that social media substantially affects tourists' willingness to return to places. The study showed that social media platforms, especially Facebook, impact visitors' evaluations of functional and hedonic attributes, therefore affecting their intentions to return (Suprina et al., 2023). This underscores the need for destination management firms to use social media proficiently to augment visitor involvement and loyalty.

Sari and Trinanda (2020) examined the correlation between social media activities, including likes and comments, and the desire to return. Their results indicate that travellers participating in selfie tourism and disseminating their experiences on social media are more inclined to express plans to return to places. This habit is especially common among millennials, who often want approval via social media connections (Sari & Trinanda, 2020).

Tourism retrace intention is substantially influenced by social media, which is a potent instrument for promoting return visits by influencing the way visitors share and perceive their experiences. Tourists engage in electronic word-of-mouth (e-WOM) and share experiences through platforms such as Facebook, Instagram, and Twitter, which significantly influences the attitudes and decisions of potential visitors. Social media also enables tourists to access real-time information, evaluations, and recommendations, which can strengthen their trust in a destination and cultivate a sense of connection. These factors are essential for encouraging return visits.

Studying the role of social media in revisit intention from a researcher's perspective offers a unique perspective on the impact of digital interactions on tourism behaviour. Social media serves as a conduit between initial visitor experiences and future intentions by establishing a virtual environment in which memories are shared

and revisited, thereby fortifying emotional connections to a destination. Furthermore, social media engagement metrics, including shares, likes, and comments, provide quantifiable data that can be analysed to predict behavioural trends and determine public sentiment. Through an understanding of these dynamics, researchers can investigate the ways in which digital communities and user-generated content contribute to tourism loyalty. This enables destinations to strategically leverage social media for sustainable visitor engagement and marketing initiatives.

In the context of tourism revisit intention, social media is not only a direct influencing factor but also functions as a moderating variable that strengthens or weakens the relationship between tourists' behavioural factors and their intention to revisit a destination. The moderating role of social media can be explained through tourists' exposure to travel-related content, online reviews, electronic word-of-mouth (e-WOM), and user-generated experiences shared on digital platforms. Tourists who actively engage with social media are more likely to reinforce their positive attitudes, motivations, and perceptions towards a destination, which subsequently increases their likelihood of revisiting. Conversely, negative information or unfavourable online experiences may weaken the relationship between these factors and revisit intention. Previous studies have demonstrated that social media interaction significantly influences tourists' decision-making processes and behavioural intentions by shaping destination image, trust, emotional attachment, and travel motivation (Helal et al., 2023; Vu et al., 2024; Xiang & Gretzel, 2010). Therefore, social media is considered an important moderating mechanism in tourism studies because it can alter the strength and direction of the relationship between tourists' motivational factors and revisit intention.

## 2.8 Empirical Studies on Tourists' Revisit Intention and Related Variables

This section reviews previous empirical studies related to tourists' revisit intention in the tourism industry. Many researchers have applied the Theory of Planned Behaviour (TPB) and other theoretical frameworks to understand tourists' behavioural intentions and decision-making processes. Previous studies identified several factors influencing revisit intention, including attitude, subjective norm, perceived behavioural control, motivation, destination image, tourist satisfaction, perceived value and service quality. Recent tourism research has also highlighted the growing influence of social

media, electronic word-of-mouth (e-WOM) and digital marketing activities on tourists' travel decisions and revisit behaviour. These studies are summarized in Table 2.1.

Empirical studies on revisit intention have been widely conducted across various tourism contexts, including cultural tourism, ecotourism, heritage tourism, medical tourism, and leisure tourism destinations. These studies provide important evidence regarding the determinants that influence tourists' intentions to revisit a destination and contribute to a broader understanding of tourist loyalty and sustainable tourism development. Researchers have consistently reported that tourists' revisit intention is influenced not only by cognitive evaluations, such as perceived value and destination quality, but also by emotional and psychological factors, including travel motivation, memorable tourism experiences, destination attachment, and satisfaction. In addition, technological advancement and the increasing use of digital platforms have transformed the tourism industry, whereby social media engagement and online travel information significantly shape tourists' perceptions, attitudes, and behavioural intentions.

Furthermore, previous empirical findings indicate that the relationships between tourism variables are often complex and multidimensional, suggesting the importance of examining moderating and mediating effects in tourism behavioural studies. Several scholars have extended the TPB model by incorporating additional variables to improve its explanatory power in predicting revisit intention. Despite extensive studies conducted in various countries and tourism settings, limited empirical research has specifically examined the combined influence of TPB constructs, motivation, and the moderating role of social media on tourists' revisit intention towards Johor. Therefore, reviewing previous empirical studies is essential to identify existing research gaps, establish theoretical support for the current study, and justify the development of the proposed conceptual framework and hypotheses.

Table 2.1
Empirical Studies on Tourist Revisit Intention and Related Variables

| No | Author(s) & Year | Model / Variables | Methodology & Sampling | Findings | Limitation / Recommendation |
|---|---|---|---|---|---|
| 1 | Wilopo & Nuralam (2025) | Social media marketing activities, tourist satisfaction, revisit intention. | Quantitative study: 271 respondents: PLS-SEM. | Interaction and trendiness positively influenced tourist satisfaction and revisit intention. | Suggested more studies on digital marketing and tourist behaviour. |
| 2 | Peng et al. (2025) | Push-Pull Theory, aesthetic motivation, perceived value, satisfaction, revisit intention. | Quantitative study; 358 respondents; Structural Equation Modelling. | Aesthetic motivation and perceived value significantly influenced satisfaction and revisit intention. | Recommended comparative studies across different cultural and heritage tourism contexts. |
| 3 | Denita et al. (2025) | Social media marketing, tourist satisfaction, revisit intention. | Quantitative study; accidental sampling; 75 respondents; PLS-SEM. | Social media marketing significantly influenced revisit intention through tourist satisfaction. | Suggested future studies in different tourism settings and contexts. |
| 4 | Ma'arif et al. (2023) | Authenticity, social media, destination image, revisit intention. | Quantitative approach; purposive sampling; 250 respondents; PLS-SEM | Social media and authenticity significantly influenced destination image and revisit intention. | Suggested further research on digital and behavioural factors in tourism. |
| 5 | Azhar et al. (2022) | TPB, e-WOM, destination image, revisit intention. | Online survey; 301 respondents; CFA and SEM analysis. | e-WOM, destination image, attitude, subjective norm, and perceived behavioural control significantly influenced revisit intention. | Recommended further studies on social media and e-WOM across different tourism contexts. |
| 6 | Maghrifani et al. (2021) | Travel Motivation, Destination Image, Visitor Image Congruity, Tourism Experience, Revisit Intention. | Doctoral study using SEM; Australian potential and repeat visitors. | Travel motivation significantly influenced revisit intention, especially among repeat visitors. | Suggested future research explore motivational factors in different tourism settings and tourist categories. |

| No | Author(s) & Year | Model / Variables | Methodology & Sampling | Findings | Limitation / Recommendation |
|---|---|---|---|---|---|
| 7 | Abbasi et al. (2021) | TPB, Satisfaction, Destination Image, Perceived Risk, Service Quality, Perceived Value, Revisit Intention. | Cross-sectional survey; 330 respondents; PLS-SEM. | Perceived behavioural control, perceived value, destination image, and satisfaction significantly affected revisit intention. | Future studies should include variables such as word-of-mouth and experience, apply longitudinal approaches, and use different sampling techniques. |
| 8 | Rahmafitria et al. (2021) | TPB, Knowledge, Social Concern, Perceived Risk, Intention to Travel. | Quantitative study; purposive sampling; 1,068 Indonesian respondents; PLS-SEM. | Subjective norm had the strongest effect on travel intention during the pandemic. | Recommended extending TPB with additional tourism and pandemic-related variables. |
| 9 | Joo et al. (2020) | TPB, Social Media Use (SNS), Rural Tourism Intention. | Quantitative study using PLS-SEM; nationwide survey in Korea. | Subjective norm and perceived behavioural control significantly influenced tourism intention; social media sharing moderated revisit intention. | Suggested future studies include more social media variables and broader tourism contexts. |
| 10 | Andajani et al. (2017) | Tourist Motivation, Satisfaction, Revisit Intention. | Quantitative study involving foreign tourists in Indonesia. | Tourist motivation significantly influenced satisfaction and revisit intention. | Recommended adding customer loyalty variables in future studies. |
| 11 | Pratminingsih (2014) | Destination Image, Motivation, Satisfaction, Revisit Intention. | Quantitative study using multiple regression analysis; 268 respondents. | Destination image and motivation significantly influenced tourist satisfaction and revisit intention. | Suggested that destination marketing managers focus on enhancing destination image and tourist motivation. |

## 2.9 Variables and Measurement

The variables in this study can be categorised into three main categories, which are the dependent variable, independent variables and moderating variable.

1. Dependent variable: The dependent variable of this study is revisit intention to travel destination in Johor.
2. Independent variables: For this study, there are four independent variables that will be measured, which are Attitude, Perceived Behavioural Control, Subjective Norm and Motivation
3. Moderating variables: The moderating variable of this study is social media.

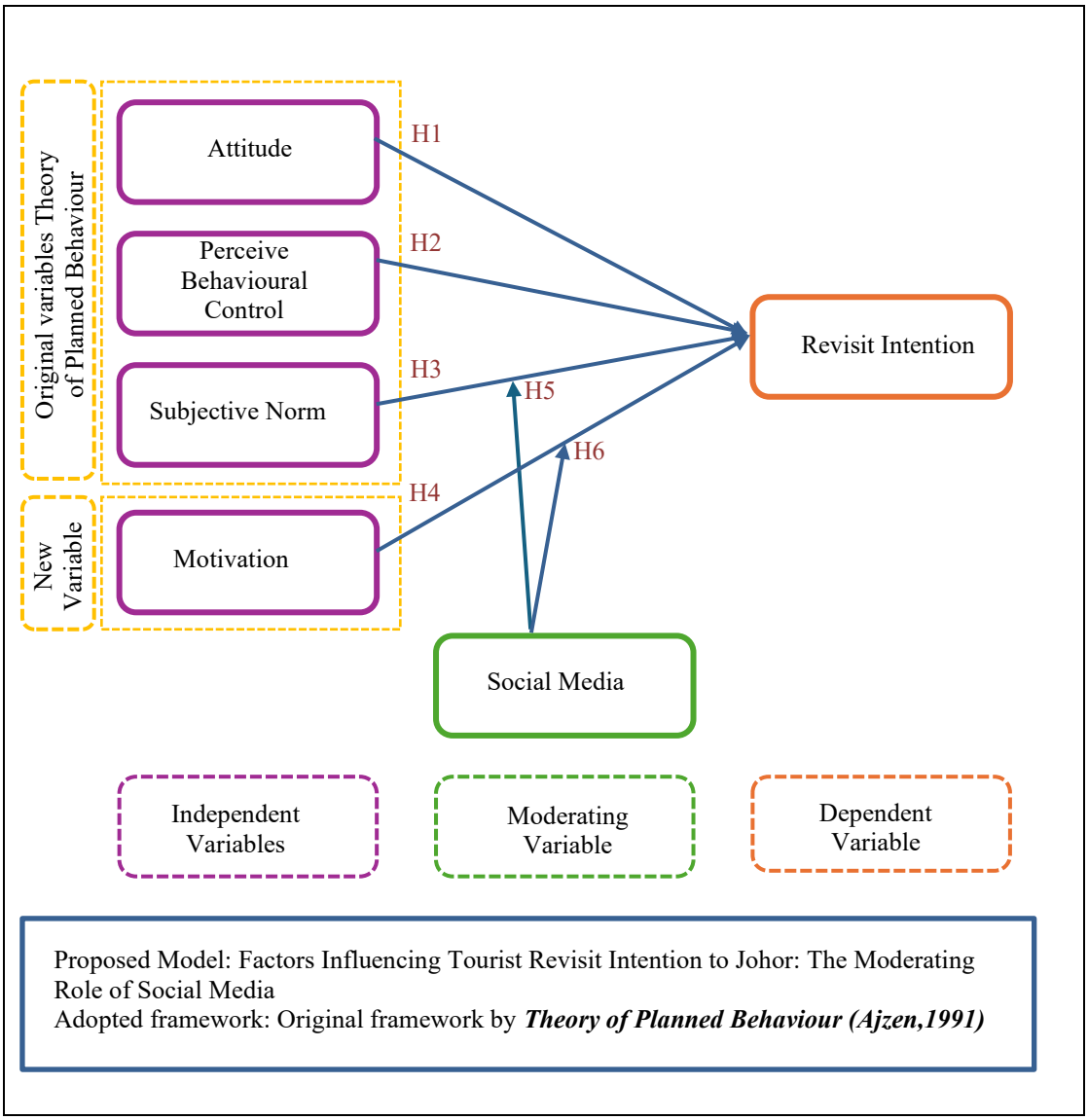



Figure 2.1 Research Framework

The above framework is based on the basic framework model of the Theory of Planned Behaviour (Ajzen, 1991) and serves as the foundation for this study. The framework is designed to explain the link between the independent factors (attitude, perceived behaviour control, subjective norm, and motivation), the moderator (social media) and the dependent variable (revisit intention).

## 2.10 Hypotheses Development

### 2.10.1 Hypotheses Constructs Between Dependent and Independent Variables

#### *2.10.1.1 Attitude and Revisit Intention to Johor*

Based on past research, theories on the relationship between attitude and revisit intention can be developed. (Çelik, 2021) mentioned that attitude has a direct and considerable influence on revisit intention.

Huang and Hsu conducted a foundational study that investigated the impact of a variety of factors, such as attitude, on revisit intention. Their research demonstrated that visitors are considerably more inclined to return to a destination when they maintain an optimistic perspective. The research established a thorough framework for comprehending the relationship between travel motivation, past experiences, and attitudes, thereby substantiating the idea that favourable attitudes are essential in determining revisit intentions (Huang & Hsu, 2009).

The significance of managing tourism perceptions is further underscored by the fact that tourists who maintain positive attitudes toward a destination are more likely to express intentions to return (Ziadat, 2015). Furthermore, Liao et al. investigated the mutual relationship between satisfaction, attitude, and revisit intention in the context of religious tourism. Their results demonstrated that tourists' gratification and their subsequent intentions to return were substantially influenced by both rational and emotive attitudes, underscoring the multidimensional role of attitudes in influencing tourist behaviour (Liao et al., 2021).

As a result, it is possible to anticipate that a good attitude toward a location, impacted by characteristics such as destination image and visitor satisfaction, will improve the chance of a return visit. Considering the use and gratification theory

discussed previously and the above discussion, this study will test the following hypothesis:

H1: There is a significant relationship between attitude (AT) and tourist revisit intention (RI) to Johor.

#### *2.10.1.2 Perceived Behavioural Control and Revisit Intention to Johor*

According to Ajzen (1991), Perceived Activity Control is explained by the individual's intention to engage in the activity. Perceived Behavioural Control, as defined in other studies, is the degree of control an individual perceives to have over the behaviour (Chen & Tsai, 2007; Kang & Moscardo, 2006). A previous study looked at the influence of perceived behavioural control on intention to revisit a destination. Based on the research findings, a hypothesis on the relationship between perceived behavioural control and revisit intention may be developed. Perceived behavioural control has been shown to have a considerable favourable influence on real visit behaviour (Ziadat, 2015).

Furthermore, perceived behavioural control has a considerable favourable impact on revisit intention (Shen, 2014). The connection between perceived behavioural control and revisit intention is also influenced by revisit intention (Ziadat, 2015). As a result, it is possible to anticipate that a larger level of perceived behavioural control toward visiting a site will raise the chance of intending to return.

Chaulagain et al.'s (2020) in their study examined the significance of perceived behavioural control in influencing visitors' intentions to participate in various forms of tourism, including medical tourism, which may also apply to overall intentions to return (Chaulagain et al., 2020).

Lee and Liu's (2020) study on ecological services and visitors' behavioural intentions further underscores the importance of perceived behavioural control. Research indicates that perceived behavioural control (PBC), in conjunction with subjective norms and attitudes, significantly influences visitors' intentions to repeat venues, implying that improving tourists' perceptions of control may enhance their revisit intentions (Lee & Liu, 2020).

Research from Mitsugi’s investigated the influence of place connection and imagery on the desire to return in ecotourism. Their research shows that perceived

behavioural control directly influences visitors' intentions to return, highlighting the need of controlling tourists' perceptions of control to improve their revisit intentions (Mitsugi et al., 2020).

In so much as the use and gratification theory discussed previously and the above discussion, this study will test the following hypothesis:

H2: There is a significant relationship between perceived behavioural control (PBC) and tourist revisit intention (RI) to Johor.

#### *2.10.1.3 Subjective Norm and Revisit Intention to Johor*

Subjective norm has been shown to have a considerable beneficial influence on intention to return (Stylos et al., 2016). Furthermore, Subjective Norm has been found as one of three kinds of social influence that influence festival return intentions (Choo & Petrick, 2016). Furthermore, subjective norm has been proven to have a considerable indirect influence on loyalty via revisit intention (Cakici et al., 2019). Furthermore, subjective norm has been identified as one of the components that influence the creation process of revisit intention (Hua Min, 2010).

Several studies have indicated a substantial link between perceived norm and intention (Armitage & Conner, 2001; Taylor & Todd, 1995). As a result, it is possible to infer that a greater degree of subjective norm for returning to a place, as impacted by perceived social influence, may raise the chance of revisit intention.

Ziadat's (2015) research further substantiates the importance of subjective norm in forecasting revisit intention. The research revealed that subjective norms have a direct and considerable impact on intention, suggesting that the views and actions of family, friends, and other referents substantially affect visitors' choices to revisit a place (Ziadat, 2015). This discovery underscores the significance of the social environment in influencing intentions to return.

Research from Abbasi et al.'s (2021) emphasised that subjective norms are essential to include while examining loyalty-related behaviours in tourism, particularly revisit intentions. They observed that subjective norms might enhance the correlation between several elements and revisit intentions, highlighting the need for tourism stakeholders to account for social impacts when formulating marketing strategies (Abbasi et al., 2021).

The study undertaken by Mu'ammar et al.'s (2023) concentrated on the Islamic community's inclination towards religious tourism. The research demonstrated that social support from one's local surroundings, such as friends and family, significantly influences people's opinions and inclinations to return to halal tourist locations. This indicates that subjective norms are especially important in the realm of religious tourism (Mu'ammar et al., 2023).

In consideration of the use and gratification theory discussed previously and the above discussion, this study will test the following hypothesis:

H3: There is a significant relationship between subjective norm (SN) and tourist revisit intention (RI) to Johor.

#### *2.10.1.4 Motivation and Revisit Intention to Johor*

According to earlier research, the theory's variable has a considerable impact on visitors' intentions to return. The study found that tourist motivation had the greatest influence on visitors' propensity to return. It was revealed that tourist motivation has a major influence on tourists' attitudes, boosting their likelihood of returning to a site (Soliman, 2021).

Based on the research findings, a hypothesis on the relationship between motivation and revisit intention may be developed. Tourist motivation has been shown to have a considerable favourable impact on revisit intention (Belanio et al., 2022). Furthermore, tourist motivation has been shown to have a considerable beneficial influence on visitor sentiments, increasing the possibility of repeat visits.

Furthermore, tourist motivation has been proven to be favourably associated with tourist satisfaction, which has a considerable favourable influence on intention to return (Pramudito, 2020). The higher the visitors' satisfaction with their visit to the place, the more likely they are to return (Puspitasari et al., 2020). Tourists are motivated to return to a location mostly because of the features it possesses. As a result, it is possible to anticipate that a higher degree of tourist motivation for visiting a site will enhance the chance of intending to return.

Research highlights the significant role of motivation in shaping revisit intentions across various tourism contexts. For example, Kumbara et al. (2020) found that novelty-seeking travellers are more likely to plan return visits, underscoring

motivation as a key determinant of revisit intention. Similarly, Yunduk's (2020) a study on fitness facilities demonstrated that motivation is vital for enhancing revisit intentions, as it directly correlates with the likelihood of returning. This is consistent with Chang et al., (2014) findings, which emphasised that understanding patrons' motivations can substantially increase revisit intentions.

Further studies reinforce the impact of motivation on revisit intentions, particularly when travellers' push and pull factors are considered. Kusumah et al. (2022) emphasised that motivation must be strong enough to overcome travel restrictions, highlighting its importance for tourism stakeholders. Likewise, Ayoub and Mohamed, (2024) research identified a positive relationship between push-pull motivations and return intentions, suggesting that both factors play a crucial role in shaping visitors' decisions to return. Overall, these findings indicate that comprehending visitor motivation is essential for developing effective marketing strategies and enhancing destination loyalty.

In view of the use and gratification theory discussed previously and the above discussion, this study will test the following hypothesis:

H4: There is a significant relationship between motivation (MV) and tourist revisit intention (RI) to Johor.

#### *2.10.1.5 Moderating Role: Social Media and Subjective Norm toward Revisit Intention to Johor*

Research has emphasised the interrelated influence of social media, subjective norm, and intentions to return in the tourist sector. Research has shown that social media affects subjective norms by influencing the attitudes and actions of visitors and locals alike. Shang et al. (2021) discovered that social media presence enhances tourism in rural regions by establishing norms that promote return visits. Likewise, Sang and Ha (2020) observed that social media empowers inhabitants to impact others, therefore cultivating favourable opinions of the rural destination and motivating visitors to return.

An additional study has examined how social media promotes community participation, hence affecting plans to return. Mu'ammar et al. (2023) research on Islamic tourism demonstrated that social media support influences subjective norms, fostering positive sentiments towards halal places. Quintal et al. (2015) expanded this

by integrating subjective norms into the Theory of Planned Behaviour, demonstrating that subjective norms influenced by social media may increase visitors' propensity to repeat vineyards.

Moreover, research conducted by Bui and Kiatkawsin (2020) as well as Soon and Wallace (2017) underscores the impact of social media on tourist habits, including adventure tourism and halal food consumption. These findings indicate that social media exacerbates social constraints that influence subjective norm, hence affecting visitors' inclinations to return. Research by Dalziel and Klerk (2021) on consumer attitudes, together with Nunkoo et al. (2023) concept on resident perceptions, emphasises the significant impact of social media on tourist norms and behaviours, corroborating its effect on revisit intentions in various tourism settings.

Given the use and gratification theory discussed previously and the above discussion, this study will test the following hypothesis:

H5: The positive relationship between subjective norm (SN) and tourist revisit intention (RI) will be stronger when social media (SM) is higher

#### *2.10.1.6 Moderating Role: Social Media and Motivation toward Revisit Intention to Johor*

Research has highlighted the effect of social media on visitors' motivation, which in turn affects their plans to repeat areas. Negara et al. (2019) discovered that motivated visitors are more inclined to participate in electronic word-of-mouth (e-WOM) on social media, hence increasing their plans to return. Schroeder and Pennington-Gray, (2014) research on foreign travellers revealed that social media not only disseminates information but also influences incentives by affecting how tourists collect and interpret travel information amid crises. This highlights the influence of social media in augmenting travellers' desire to return.

Subsequent research, like those of Azhar et al. (2022) and Chávez et al. (2020) has shown that social media electronic word-of-mouth is a significant predictor of revisit intention, particularly after the COVID-19 pandemic. Their study revealed that visitors using social media are driven to seek and share tourism information, which directly impacts their inclination to return. These results underscore the relationship

between intrinsic incentives, such as relaxation and leisure, and visitors' use of social media to augment their trip experiences.

Furthermore, research such as Vu et al. (2024) on memorable vacation experiences and Hajli et al. (2018) investigation of travel envy demonstrates how social media might enhance motives. Vu's study showed that sharing experiences online enhances visitors' emotional connection to locations, thereby bolstering aspirations to return. Hajli et al. (2018) discovered that social comparison on social media might motivate individuals to return to destinations as (Çelik, 2021) they want to recreate online experiences. These studies together demonstrate that social media interactions cultivate incentives that substantially influence travellers' inclinations to revisit areas.

All in all, the use and gratification theory discussed previously and the above discussion, this study will test the following hypothesis:

H6: The positive relationship between motivation (MV) and tourist revisit intention (RI) will be stronger when social media (SM) is higher

## 2.11 Chapter Summary

After identifying the independent variables, moderating function and dependent variable through a review of relevant literature and theoretical models, a conceptual framework is presented, along with the hypothesis to be tested. This chapter also offers the reader an overview of the entire topic. It also tries to fill a hole by investigating visitors' intentions to return to any Johor destinations.

# CHAPTER 3
# RESEARCH METHODOLOGY

## 3.1 Preamble

Research methodology plays a crucial role in ensuring the attainment of valid and reliable research outcomes. It provides a systematic framework for addressing research questions and testing hypotheses to accomplish the predetermined objectives of the study. This chapter intends to demonstrate the design, approach, and methodology utilised to collect the needed data. It provides a detailed explanation of the study design, population, data collection technique, sample design, research instrument, construct measurement, data processing, and data analysis methodologies.

## 3.2 Research Design

This is explanatory research on visitors' intentions to revisit the Johor state destination. This study employs the quantitative data technique, as the empirical assessment comprises numerical measurements and analysis. In terms of the horizon, this research may be classified as a cross-sectional study, with data collected during a three-month period from June to August 2025. The purpose is to study if there is any association between revisit intention and the four components (attitude, perceived behaviour control, subjective norm and motivation) and a moderating function (social media). According to (Saunders, 2009), this study takes a deductive method, doing research based on current ideas and scholars. To meet the study's aims, a series of questions was administered. The surveys were delivered to tourists in the Johor state region to complete.

### 3.2.1 Time Horizon

As this study was conducted at a single point in time, with data collected over a three-month period from June to August 2025, the time horizon is classified as cross-sectional. A cross-sectional design was appropriate because the objective of the study

was to obtain data that could explain tourists' attitudes, perceived behaviour control, subjective norms, motivations, social media usage and their intention to revisit Johor at one specific period (Bougie & Sekaran, 2019). This approach does not require repeated data collection across different time intervals or multiple samples. Instead, all variables were measured simultaneously, providing a snapshot of tourists' perceptions and behavioural intentions relevant to the research questions.

### 3.2.2 Unit of Analysis

The unit of analysis refers to the level at which data are examined and conclusions are drawn (Bougie & Sekaran, 2019). In this study, the focus is on understanding the factors that influence tourists' intention to revisit destinations in Johor, including attitudes, perceived behaviour control, subjective norms, motivation and the moderating effect of social media. As such, data were collected directly from individual tourists who have visited Johor, with each respondent treated as a unique and independent source of information. Therefore, the unit of analysis for this study is the individual tourist.

## 3.3 Ethical Consideration

To ensure that this study is conducted ethically and in accordance with the research guidelines established by Universiti Teknologi MARA (UiTM), the researcher has adhered to the fundamental principles of research ethics, including informed consent, respect for privacy and confidentiality, transparency in research implementation, avoidance of conflicts of interest, and sensitivity to issues related to respondents and the research context. Accordingly, UiTM requires that all research involving human participants must obtain approval from the Research Ethics Committee of UiTM (REC-UiTM) prior to its implementation. This study received official ethical approval from REC-UiTM under the reference number REC/05/2025 (PG/MR/260) on 5 May 2025, and the approval is valid for four months and two weeks, until 18 September 2025, as per Appendix 1 (Approval Letter UiTM).

Compliance with these ethical standards ensures that all research procedures are carried out with the highest level of responsibility and academic integrity. The ethical approval letter is provided in Appendix 1 as evidence of official authorisation. All

information collected is used solely for academic and research purposes, and the confidentiality of respondents' identities is fully guaranteed. Furthermore, the researcher ensured that participation in this study was entirely voluntary, and respondents were informed of their right to withdraw at any time without any negative repercussions. Appropriate data security measures were also implemented to ensure that all information is stored confidentially and protected from unauthorised access by third parties.

## 3.4 Data Collection

### 3.4.1 Data Collection Method

In general, research can be defined as a systematic and structured process of seeking answers to clearly formulated questions in an organised manner (Blaxter et al., 2010). It involves the application of established methods and procedures to investigate phenomena, generate new knowledge and validate existing theories, thereby ensuring that the outcomes produced are reliable, valid and contribute meaningfully to the body of academic discourse. The type of data required, and the predetermined study strategy influence the data gathering method employed. There are two types of data, primary and secondary data. However, in this study, the primary data collection approach is employed to get information and opinions directly and explicitly from tourists in Johor state (Saunders, 2009).

### 3.4.2 Primary Data

Primary data denotes information collected directly from original sources and remains unprocessed or unaltered by any external parties for the purpose of research. Such data collection is commonly employed in studies aimed at deriving conclusive insights or addressing relatively novel research problems (Cooper & Schindler, 2006). Using primary data gathering ensures the most current facts and a realistic perspective to address the hypothesis and study question (Saunders, 2009). Thus, the core data was acquired using a set of survey questionnaire techniques that needed less expertise and sensitivity (Jankowicz, 1991). To boost the response rate, the researchers distribute and

collect self-administered questionnaires from target group respondents who have completed them.

This study's major data gathering approach was questionnaire-based. A structured questionnaire was administered in response to the known information from the literature review. A collection of predetermined questions is prepared prior to questionnaire distribution (Sekaran & Bougie, 2016).

### 3.4.3 Questionnaire

The questionnaire used in this study consists of two sections: A and B, which are designed to measure the variables of interest in this study as well as to meet the research objectives. Each responder was given a self-administered questionnaire. The questions were organised into two sections: A and B. Section A include a demographic profile of the responder. Section B includes the dependent variable (revisit intention), independent factors (attitude, perceived behavioural control, subjective norm, and incentive), and a moderating role (social media).

The questionnaire makes use of three different scales. The first kind is a dichotomous scale, which requires respondents to react to a statement with just two possible answers. This is used in Section A of the questionnaire for demographic questions to determine the respondents' gender. The second kind is a category scale, which uses several answers to elicit a single response from which the respondent might pick. This is used in the demographic section to indicate age, marital status, ethnicity, number of dependents, education level, position, and monthly income. The last sort of rating scale is the rating scale, sometimes known as the Likert scale, which allows the responder a considerable degree of latitude in eliciting their response. In Section B of the questionnaire, a rating scale of 1-5 is used (1: Strongly disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly agree). The 5-point scale is used because it clearly shows that the scale may follow normal data distribution, according to research by Leung (2011).

The Likert scale, often ranging from 1 to 5, is commonly used in research investigations to assess respondents' responses to statements or survey questions. Respondents may express their level of agreement or disagreement with a message or question by selecting a number on a scale. The Likert scale provides a systematic approach for gathering quantitative data on attitudes, perceptions, or intentions,

allowing for a more comprehensive understanding of participants' perspectives (Kim et al., 2022; Wang et al., 2024).

The Likert scale, with a numerical range from 1 to 5, is often used by researchers because of its straightforwardness and ease of interpretation. Participants have the option to express a variety of opinions on the moderately detailed scale, ranging from one for strong disagreement (1) to five for strong agreement (5). This range maintains a moderate size suitable for research purposes, while still providing enough variety to include minor differences in responses (Azhar et al., 2022; Nazli et al., 2024).

In the context of the Theory of Planned Behaviour (TPB), researchers may measure participant responses to statements related to attitude, subjective norm, and perceived behavioural control using a Likert scale that ranges from 1 to 5. Researchers may analyse and interpret the data to understand the relationships between these ideas and individuals' intentions or behaviours by assigning numerical values to responses on the Likert scale (Koay and Cheah, 2023; Sharifirad et al., 2013)

Table 3.1
Structure of Research Questionnaire

| **Section** | **Rating Scale** | **Variable** |
|---|---|---|
| A | Dichotomous Scale | Gender |
| | Category Scale | Age |
| | | Marital Status |
| | | Ethnicity |
| | | Number of Dependent |
| | | Education Level |
| | | Position |
| | | Monthly Income |
| B | Likert Scale | Revisit Intention |
| | | Attitude |
| | | Subjective Norm |
| | | Perceived Behaviour Control |
| | | Motivation |
| | | Social Media |

### 3.4.4 Screening Question

To ensure construct validity and enhance the reliability of the findings, particularly in line with the study's emphasis on revisit intention, screening questions were strategically placed at the beginning of the survey. These questions served to filter out first-time visitors to Johor, as the focus of this research is on repeat visitation behaviour. Respondents who indicated that they had visited Johor fewer than twice were excluded from the sample frame. This approach prevents ineligible participants from completing the survey unnecessarily and strengthens the overall data quality. Such rigorous procedures are in accordance with established survey design best practices, which emphasise the importance of early screening to safeguard against irrelevant or invalid responses (DeSimone et al., 2015). Moreover, this sampling strategy is conceptually justified in the tourism literature, which consistently demonstrates that first-time and repeat visitors differ in terms of motivations, satisfaction, and behavioural patterns (Li et al., 2008; Wahid et al., 2016).

The rationale for focusing exclusively on repeat visitors is further supported by the Theory of Planned Behaviour (TPB). According to TPB, revisit intention is influenced by past experiences that shape attitudes, subjective norms, and perceived behavioural control. As such, only tourists with prior visitation experiences can meaningfully evaluate Johor's destinations and form behavioural intentions regarding future travel. In the context of this study, five major destinations in Johor were selected as focal points: Paradigm Mall, Toppen Shopping Centre, The Mall Mid Valley Southkey, Legoland Malaysia, and Pantai Desaru. These destinations were chosen because they consistently record the highest volume of tourist arrivals, according to the Department of Statistics Malaysia (DOSM, 2023), thereby making them representative sites for examining revisit intention patterns.

**Jadual 8A: Lima Destinasi Tumpuan Pelawat Domestik, 2023**

*Table 8A: Top Five Destinations Most Visited by Domestic Visitors, 2023*

| Negeri *State* | Lima Destinasi Tumpuan Pelawat Domestik *Top Five Destinations Most Visited by Domestic Visitors* | Negeri *State* | Lima Destinasi Tumpuan Pelawat Domestik *Top Five Destinations Most Visited by Domestic Visitors* |
|---|---|---|---|
| **Johor** | Paradigm Mall Johor Bahru<br>Pantai Desaru<br>Toppen Shopping Centre<br>The Mall, Mid Valley Southkey<br>Legoland Malaysia | **Perlis** | Arked Niaga Padang Besar<br>Tasik Timah Tasoh<br>Pantai Peranginan Sg. Berembang<br>Hutan Lipur Bukit Ayer<br>Padang Waremart |
| **Kedah** | Pantai Cenang<br>Aman Central Mall<br>Langkawi Cable Car<br>National Art Gallery<br>Pantai Merdeka | **Selangor** | IOI City Mall<br>Sunway Pyramid Shopping Mall<br>IKEA Damansara<br>GM Klang Wholesale City<br>i-City, Shah Alam |

Figure 3.1 Top Five Destinations Most Visited by Domestic Visitors 2023

Sources: Domestic Tourism Survey 2023

Table 3.2
Screening Question

| Destination | One time only | 2-3 times | 4-5 times | >6 times |
|---|---|---|---|---|
| Paradigm Mall | ☐ | ☐ | ☐ | ☐ |
| Toppen Shopping Mall | ☐ | ☐ | ☐ | ☐ |
| The Mall Mid Valley Southkey | ☐ | ☐ | ☐ | ☐ |
| Legoland Malaysia | ☐ | ☐ | ☐ | ☐ |
| Pantai Desaru | ☐ | ☐ | ☐ | ☐ |

## 3.5 Sampling Design

Sampling design is the act of selecting an adequate number of units from a population in order to offer reliable information about the entire population (Hair et al., 2015).

### 3.5.1 Target Population

The population encompasses all individuals, events and characteristics that are the focus of the researcher's investigation (Sekaran, 2006). This study aims to investigate the factors that influence revisit intention to Johor. Hence, the unit of

analysis proposed for this study is the domestic and international tourist, local and foreign tourists, as well as residents of the state of Johor. The target population can be defined as the total group of persons in which the researcher is interested (Easton & Mccoll, 1997). The research's target group consists of tourists who visit noteworthy destinations in the state of Johor.

The target population points out the information that the researchers are seeking for it. This study will focus on tourists who come to visit several popular destinations around the state of Johor. The population is defined as a whole set of individuals, events, or objects who have a similar observation feature (Sekaran & Bougie, 2016). The target population of this study consists of repeat tourists who have visited Johor on more than one occasion and have experienced multiple destinations within the state. First-time visitors to Johor are not included in the scope of this research, as the study specifically seeks to examine the perspectives and behavioural intentions of tourists with prior visitation experience. The sample population include both domestic and foreign visitors. Domestic tourists are individuals from other Malaysian states who have journeyed to Johor for pleasure, business, or cultural pursuits. International tourists include individuals from nearby nations such as Singapore and Indonesia, who often visit Johor, in addition to travellers from more remote areas who may have journeyed for vacations or special occasions.

According to data statistics released by the Malaysian Immigration Department, the state of Johor recorded a total of 13.9 million tourist arrivals for the first eight months of 2024. In addition, the target population will also be scoped to the residents of Johor, which is recorded at 4.1 million in early 2024 according to data from the Department of Statistics Malaysia (DOSM).

### 3.5.2 Sampling Technique

Maravelakis (2019) asserted that researchers should apply appropriate sampling techniques to obtain samples that accurately represent the target population. The choice of sampling method is crucial, as different analytical approaches often require specific types of data. Sampling, therefore, plays a vital role in data analysis by selecting a subset of observations from a defined population to generate information that reflects the characteristics of the whole, particularly in predicting empirical outcomes. Thus, sampling constitutes an essential component of the data processing procedure.

Non-probability sampling is used in the study because it assures accurate estimations of demographic characteristics (Malhotra, 2010). The researchers use a convenience sampling strategy to collect data. Convenience sampling refers to a non-probability sampling method in which respondents are selected based on their accessibility, availability, and willingness to participate in the study until the desired sample size is achieve (Saunders, 2009). Convenience sampling is a non-probability sampling strategy used by researchers to choose a sample of participants from a population (Alkassim, 2016). Consequently, surveys will be handed to visitors in the state of Johor at random.

Convenience sampling is a non-probability sampling technique that selects participants based on their accessibility and closeness to the researcher. Convenience sampling offers numerous significant advantages. This strategy ensures accessibility by facilitating simple respondent engagement and enabling the fast accumulation of substantial data volumes. Moreover, it is economically efficient; convenience sampling may decrease expenses by facilitating recruitment via online platforms or at physical sites where visitors congregate. Ultimately, it is a timely methodology, since data may be rapidly gathered, enabling speedy analysis and expedited insights about visitor habits.

Study from Iqbal's elucidate the application of convenience sampling in social entrepreneurship research, noting its efficacy in collecting data from readily available respondents, especially when the target population lacks a precise definition (Iqbal et al., 2018). From Mete's study, they used convenience sampling to recruit individuals who were geographically accessible, so addressing practical limitations of the researcher's availability (Mete et al., 2019). This method enables researchers to gather data quickly, although at the potential expense of sample representativeness.

### 3.5.3 Sample Size

To determine the appropriate minimum sample size for this investigation, G*Power version 3.1.9.7 software and literature on sample size selection are used. This software was created as a power analysis tool for statistical tests often used in social, behavioural, and biological research, and it includes a wide range of statistical tests (Faul et al., 2007).

The outcome is depicted in Figure 3.1. After the software's computation, the total number of minimum sample sizes for this study is 103. Nonetheless, the sample size may be too small to be generalised throughout the population, affecting the accuracy of the results obtained. Justifications for the sample size of 103 were as follows:

i. A sample size ranging from 30 to 500 is considered suitable for most studies (Sekaran & Bougie, 2009).
ii. According to Gefen et al. (Gefen et al., 2011a), the use of Partial Least Squares (PLS) does not require a high sample size. The decision about sample size is mostly based on statistical power.
iii. According to convention, a minimum power of 80 per cent is considered acceptable (Gefen et al., 2011a).
iv. The PLS estimation approach has exceptional stability, especially when dealing with small sample sizes (Gefen et al., 2011a).
v. When dealing with a small sample size, it is possible to achieve adequate statistical power by using a model with a large number of degrees of freedom (Gefen et al., 2011a).

Since the information quality system has a minimum of seven predictors, the researcher decided to maintain a modest effect size (0.15) and a power requirement of 0.80. As a result, the researcher decided to start collecting data in quantities that were more than the required quantity.

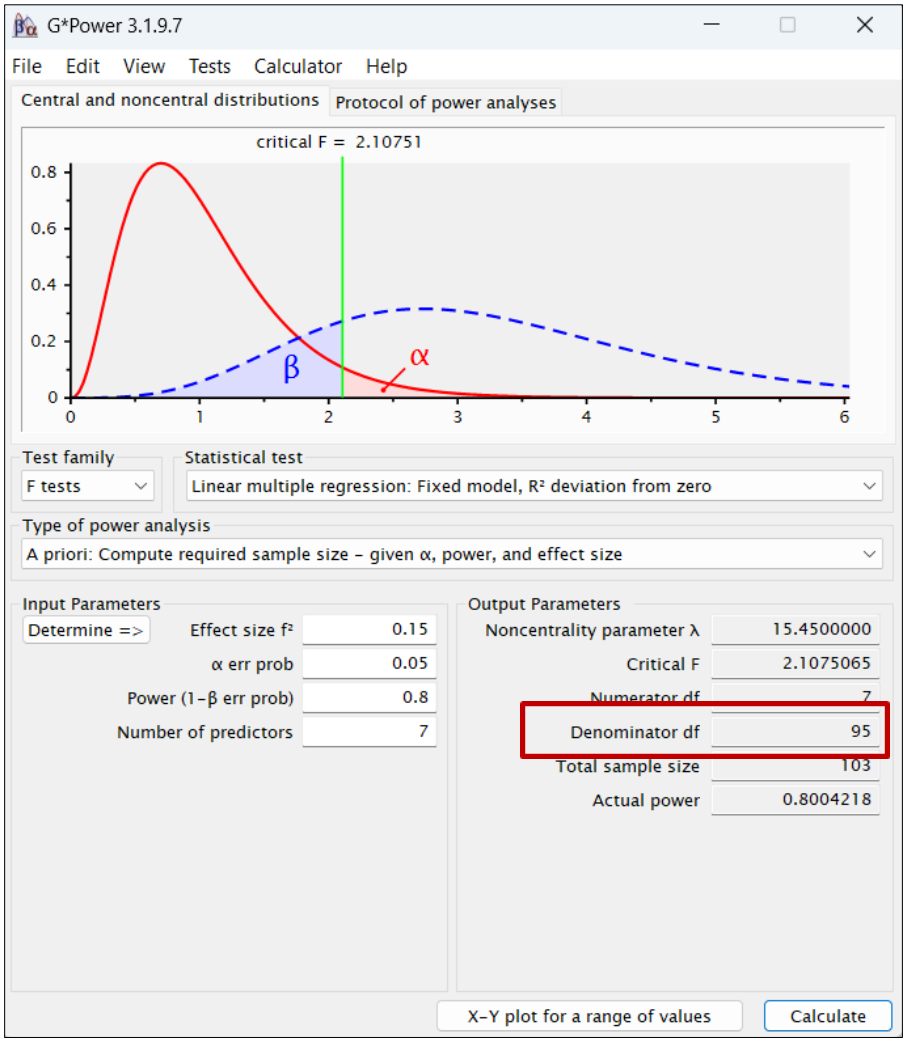



Figure 3.2 Determination Total Sample Size using G*Power Software

According to Figure 3.1 above, this study requires a total of 103 samples based on sample calculations using G*Power software. However, more than 103 samples will be selected for data collection purposes. The distribution of sample size is depicted in Table 3.3.

Collecting an extra sample beyond the requisite size is a prevalent research methodology to mitigate possible challenges such as non-response, missing or substandard data and the occurrence of outliers. This method guarantees that the final sample size stays enough, even if some data must be omitted. Moreover, supplementary data may augment statistical power, increase the dependability of results and reduce sampling bias by facilitating adjustments for underrepresented groups. Collecting an excess of data enhances the validity and robustness of the study findings.

Table 3.3
Target Distribution of Sample Size

| Area | Estimation of Sample size |
|---|---|
| Paradigm Mall Johor Bahru | 30 |
| Pantai Desaru | 30 |
| Toppen Shopping Centre | 30 |
| Mid Valley Southkey | 30 |
| Legoland Malaysia | 30 |
| Total | 150 |

From Table 3.3, the five most visited destinations by domestic visitors in 2023 were found through the Domestic Travel Survey 2023 report released by the Department of Statistics Malaysia (DOSM). According to this statistical report, Johor has become the state that receives the most visitors in 2023, with 8.92 million tourists, followed by Pahang with 8.54 million tourists and Selangor with 8.46 million tourists.

## 3.6 Research Instrument

Data has been obtained using the self-administered questionnaire approach. The study employs questionnaires derived from previous studies pertaining to this subject matter and mostly uses the Likert Scale assessment for all variables established under the suggested theoretical framework.

A series of questions was devised to address the tourists' intention to revisit a place in Johor. The survey itself is divided into seven components, which are divided into two (2) sections, A and B. Section A is based on the demographic profile of the respondent, where Section B contain six sub-section which are revisit intention, attitude, subjective norm, perceived behavioural control, motivation and social media. The sections are outlined in Table 3.4.

Table 3.4
Dimension of Questionnaire

| Sections | Question | Number of Items | Rater |
|---|---|---|---|
| A | Demographic profile | 8 | Respondent |
| B | Revisit Intention (Question RI1 until RI10) | 10 | Respondent |
| | Attitude (Question AT1 until AT10) | 10 | Respondent |
| | Subjective Norm (Question SN1 until SN10) | 10 | Respondent |
| | Perceived Behavioural Control (Question PBC1 until PBC10) | 10 | Respondent |
| | Motivation (Question MV1 until MV10) | 10 | Respondent |
| | Social media (Question SM1 until SM10) | 10 | Respondent |

### 3.6.1 Design of Instrument

According to Kantowitz et al. (2014), research instrument serves as a tool for collecting data. One of the key criteria for establishing content validity is a thorough review of the literature (Jusoh, 2008). In this study, a questionnaire will be utilised to collect data from respondents. To ensure content validity, the researcher must carefully design and assess the instrument during its development. The questionnaire items were adapted from prior research and surveys relevant to the present study.

The Cronbach's alpha value is a metric used to assess the internal consistency of each construct. Bernardi, (1994), observed that a Cronbach's alpha score of at least 0.70 signifies a high level of internal consistency for each construct. The value of Cronbach's alpha exceeds 0.80, indicating satisfactory internal consistency (Nunnally, 1978; Nunnally & Bernstein, 1994).

The questionnaire is the primary tool employed in this study. The questions utilised in the instruments were sourced from prior studies, as shown in Table 3.5

Table 3.5
Design of Instrument

| Component | References | Cronbach's Alpha Value | Original Question | Adapted Question |
|---|---|---|---|---|
| Revisit Intention | Zheng et al. (2022) | 0.907 | 1. I will return to this destination for tourism-related activities soon. | 1. I plan to revisit tourism destinations in Johor to engage in tourism-related activities in the near future. |
| | | | 2.I will recommend the destination to someone else. | 2. I am likely to recommend revisiting tourism destinations in Johor to others. |
| | | | 3. I'm likely to talk about how happy the experience was to others. | 3. I am likely to share with others how enjoyable my experience was when revisiting a destination in Johor. |
| | | | 4. I would mention the destination if someone else wanted to go on vacation. | 4. I would suggest revisiting a destination in Johor if someone else expressed an interest in going on vacation. |
| | | | 5. Chinese tourism destination could be my next vacation. | 5. Revisiting a tourism destination in Johor may be the primary choice for my upcoming vacation. |
| | | | 6. I have strong intention to bring my friend/co-worker to visit this destination again. | 6. I am likely to bring significant individuals in my life to revisit tourism destination in Johor. |
| | Abbasi et al. (2021) | 0.943 | 7. I would like to revisit Penang hill in the near future. | 7. I foresee revisiting a tourism destination in Johor in the near future. |
| | | | 8. If I had to decide again, I would choose Penang Hill again. | 8. If given the opportunity to decide once more, I would opt to revisit a tourism destination in Johor. |
| | | | 9. I would come back to Penang Hill in the future. | 9. I am likely to revisit tourism destinations in Johor more frequently in the future. |
| | | | 10. Penang Hill would be my first choice over other destination. | 10. Revisiting a tourism destination in Johor may be my preferred choice. |

| Component | References | Cronbach's Alpha Value | Original Question | Adapted Question |
|---|---|---|---|---|
| Attitude | Balıkçıoğlu Dedeoğlu et al. (2022) | 0.810 | 1. Buying local food is a good idea. | 1. I welcome the idea of revisiting tourism destinations in Johor. |
| | | | 2. Buying local food is important. | 2. Revisiting any destination in Johor is of great importance. |
| | | | 3. I can discover something new and unique when I buy local food. | 3. Revisiting a tourist destination in Johor provides me with the opportunity to gain a meaningful experience. |
| | | | 4. Buying local food allows me to spend quality time with my friends and family. | 4. Revisiting tourist destination in Johor with significant individuals in my life will provide me the opportunity to spend quality time with them. |
| | Liñán & Chen (2009) | 0.897 | 5. Being an entrepreneur implies more advantages than disadvantages to me. | 5. Being a tourist at any destination in Johor offers more advantages than disadvantages to me. |
| | | | 6. Being an entrepreneur would entail great satisfaction to me. | 6. Being a tourist at any destination in Johor would provide me with great satisfaction. |
| | | | 7. Among various option, I would rather be an entrepreneur. | 7. Among various options, I would prefer to revisit any destination in Johor as a tourist. |
| | | | 8. I have positive attitude towards the act of starting my own business. | 8. I have positive attitude towards the act of revisiting tourism destinations in Johor. |
| | Singh (2014) | 0.780 | 9. Overall, I think application of new skills is extremely good. | 9. Overall, I believe that revisiting any destination in Johor is an excellent idea. |
| | | | 10. Overall, I think application of new skills is pleasant for me. | 10. Overall, I believe that revisiting any destination in Johor would be a pleasant experience for me. |

| Component | References | Cronbach's Alpha Value | Original Question | Adapted Question |
|---|---|---|---|---|
| Subjective Norm | Akter & Hasan (2022) | 0.921 | 1. Most people who are important (e.g., friends, family) to me think that I should choose Halal tourism. | 1. The majority of individuals who are important to me believe that I should opt to revisit a tourism destination in Johor. |
| | | | 2. Many people like me to choose Halal tourism. | 2. My family regularly advocates for revisiting tourism destinations in Johor. |
| | | | 3. It is expected from me that I choose Halal tourism. | 3. There is an expectation for me to choose to revisit a tourism destination in Johor. |
| | | | 4. The people in my life whose opinion I value would approve of my choosing Halal tourism. | 4. The individuals whose opinions I regard highly would endorse my choice to revisit a tourism destination in Johor. |
| | | | 5. Most people who are important (e.g., friends, family) to me choose Halal tourism. | 5. The majority of individuals who are important to me opt to revisit tourism destinations in Johor. |
| | | | 6. Most important people to me (e.g., friends, family) think that I should choose Halal tourism. | 6. Many people would prefer that I revisit a destination in Johor. |
| | Dassouli et al. (2024) | 0.923 | 7. My decision to choose halal hotels when travelling depends on my surrounding's influence. | 7. My decision to revisit tourism destinations in Johor is contingent upon the influence of my surrounding environment. |
| | | | 8. Most people on my social network choose halal hotels for their staying. | 8. The majority of individuals within my social network choose to revisit tourism destinations in Johor. |
| | | | 9. My family always advocates the halal hotel principle over normal ones. | 9. My family perceives revisiting tourism destinations in Johor as a safe option. |
| | | | 10.I feel compelled to stay at halal hotels when travelling. | 10. I feel compelled to revisit tourism destinations in Johor. |

| Component | References | Cronbach's Alpha Value | Original Question | Adapted Question |
|---|---|---|---|---|
| Perceived Behavioural Control | Akter & Hasan (2022) | 0.883 | 1. For me to choose Halal tourism would be possible. | 1. For me, revisiting tourism destinations in Johor would have a positive impact. |
| | | | 2. I have sufficient knowledge about halal tourism to distinguish between halal and non-halal compliant practices. | 2. I have a sufficient environment knowledge that enables me to revisit tourism destination in Johor with confidence. |
| | | | 3. I am confident that if I want, I can easily choose Halal tourism. | 3. I am confident that, if desired, I can effortlessly choose to revisit any destination in Johor. |
| | | | 4. I have resources and opportunities (e.g., money, time) to choose Halal tourism. | 4. I am confident that I have what is needed to revisit tourism destination in Johor (e.g., financial means, time) |
| | | | 5. To choose or not to choose halal tourism is entirely up to me. . | 5. I have full control over whether I choose to revisit any tourism destination in Johor. |
| | | | 6. I have necessary financial resources to participate in halal-friendly tourism activities and services. | 6. I possess the required financial resources to opt for revisiting any tourism destination in Johor. |
| | Liñán & Chen (2009) | 0.885 | 7. If I tried to start a firm, I would have a high probability of succeeding. | 7. Should I decide to revisit any tourism destination in Johor, I believe I would have a high probability of success. |
| | | | 8. My capabilities have equipped me with the necessary knowledge to initiate the process of starting my own firm. | 8. My capabilities have equipped me with the necessary knowledge to initiate the process of revisiting any destination in Johor. |
| | | | 9. I know the necessary practical details to start a firm. | 9. I possess comprehensive knowledge of the essential practical details necessary for revisiting any tourism destination in Johor. |
| | | | 10. I am prepared to start a viable firm. | 10. I feel confident in my ability to undertake the necessary steps to revisit any tourism destination in Johor. |

| Component | References | Cronbach's Alpha Value | Original Question | Adapted Question |
|---|---|---|---|---|
| Motivation | Chi & Phuong (2021) | 0.850 | 1. I want to discover new sides of myself through travel. | 1. I aspire to discover new aspects of myself through the experience of travelling. |
| | | | 2. I want to be fully immersed in a travel experience to satisfy my curiosity. | 2. I seek to fully immerse myself in the travel experience as a means of satisfying my curiosity. |
| | | | 3. I want to enrich my experience of life. | 3. I seek to acquire new knowledge about the world through my travel experience. |
| | | | 4. Travelling makes me feel privileged and feel of belonging. | 4. Travelling fosters a sense of connection and belonging to the global community. (A deep connection with the local culture, values and community experiences). |
| | | | 5. I like to be able to talk about my trips when I get home. | 5. I appreciate the ability to share my travel experiences with others upon returning home. |
| | | | 6. I like to meet new people while I am travelling. | 6. I enjoy meeting new individuals while travelling. |
| | Kara & Mkwizu (2020) | 0.907 | 7. I want to improve my skills and abilities. | 7. I aim to develop my abilities through the experience of travelling. |
| | | | 8. I want to be socially competent and skilful. | 8. I aspire to enhance my social competence through meaningful experiences by travelling. |
| | | | 9. I want relieve stress and tension. | 9. I seek to alleviate the stress in my life. |
| | | | 10. I want to avoid the hustle and bustle of daily activities. | 10. I seek to escape the hustle and bustle of my daily routine. |
| Social media | Ebrahimi et al. (2019) | 0.813 | 1. In the current situation, comment in Telegram/Instagram posts encouraged me to travel to Gilan. | 1. Currently, comments on social media posts motivate me to visit various destinations in Johor. |
| | | | 2. In the current situation, the photos of Gilan in Telegram/Instagram made me interested to travel. | 2. In the current context, photographs of tourism destinations in Johor on social media stimulate my interest in travelling. |

| Component | References | Cronbach's Alpha Value | Original Question | Adapted Question |
|---|---|---|---|---|
| | | | 3. In the current situation, attractiveness of tours to Gilan shared in Telegram/Instagram made me interested to travel. | 3. In the current context, the appeal of tours to various tourism destinations in Johor on social media generates my interest in travelling. |
| | | | 4. In the current situation, memories that people of Gilan shared in Telegram/Instagram made me interested to travel. | 4. In the current context, user-generated content on social media, particularly shared memories of tourism destinations in Johor, enhances my interest in travelling. |
| | Nath et al. (2019) | 0.913 | 5. Information presented on the web sites is relevant to me during my travel planning. | 5. The information presented on social media is relevant to me during the process of planning my travels. |
| | | | 6. Using such sites lets me accomplish my travel planning activities more quickly. | 6. Utilising such social media sites enables me to complete my travel planning activities more efficiently. |
| | | | 7. I would strongly recommend others to use such sites for travel planning. | 7. I will strongly recommend others to use social media site for travel planning. |
| | | | 8. I intend to use such site platform regularly for travel planning in the future. | 8. I will use such sites for travel planning on a regular basis in the future. |
| | | | 9. Using social media sites is a pleasant experience. | 9. Using social media while travelling provides a pleasurable experience. |
| | | | 10. I trust the information shared by other travellers on web sites platform. | 10. I trust the information shared by travellers on social media sites. |

## 3.7 Measurement

This study measured revisit intention to Johor towards attitude, subjective norm, perceived behaviour control, with the inclusion of a new variable, namely motivation and social media as a moderating variable. The study framework has been further enhanced to provide a more comprehensive understanding of the factors influencing the research outcomes. A 5-point Likert scale is applied for the measurement of items. Likewise, the measurement scales for each item were derived from previous validated and reliable studies (Sanchez-Franco & Roldán, 2010).

The Likert scale employed in this study is adapted from the researchers' original measurement framework, ensuring consistency with the intended constructs and research objectives. The use of a five-point Likert scale, ranging from *1 (Strongly Disagree)* to *5 (Strongly Agree)*, is widely recognised in social science research for its ability to capture respondents' attitudes, perceptions, and behavioural intentions with sufficient reliability and validity. Previous studies have demonstrated that the five-point scale provides an optimal balance between measurement precision and respondent comprehension, minimising confusion and response fatigue (Joshi et al., 2015; Taherdoost, 2019). Therefore, the adoption of the five-point Likert scale in this analysis ensures both accuracy and veracity in the measurement of variables.

Table 3.6
Measurement Item

| Construct | Item's Code | Items | Ranging Scale | References |
|---|---|---|---|---|
| Revisit Intention | RI1 | I plan to revisit tourism destinations in Johor to engage in tourism-related activities in the near future. | 5 points Likert scale 1: Strongly Disagree to 5: Strongly Agree | Zheng et al. (2022) Abbasi et al. (2021) |
| | RI2 | I am likely to recommend revisiting tourism destinations in Johor to others. | | |
| | RI3 | I am likely to share with others how enjoyable my experience was when revisiting a destination in Johor. | | |
| | RI4 | I would suggest revisiting a destination in Johor if someone else expressed an interest in going on vacation. | | |
| | RI5 | Revisiting a tourism destination in Johor may be the primary choice for my upcoming vacation. | | |
| | RI6 | I am likely to bring significant individuals in my life to revisit tourism destination in Johor. | | |
| | RI7 | I foresee revisiting a tourism destination in Johor in the near future. | | |
| | RI8 | If given the opportunity to decide once more, I would opt to revisit a tourism destination in Johor. | | |
| | RI9 | I am likely to revisit tourism destinations in Johor more frequently in the future. | | |
| | RI10 | Revisiting a tourism destination in Johor may be my preferred choice. | | |
| Attitude | AT1 | I welcome the idea of revisiting tourism destinations in Johor. | 5 points Likert scale 1: Strongly Disagree to 5: Strongly Agree | Balıkçıoğlu Dedeoğlu et al. (2022) Liñán & Chen (2009) Singh (2014) |
| | AT2 | Revisiting any destination in Johor is of great importance. | | |
| | AT3 | Being a tourist at any destination in Johor offers more advantages than disadvantages to me. | | |
| | AT4 | I have positive attitude towards the act of revisiting tourism destinations in Johor. | | |
| | AT5 | Among various options, I would prefer to revisiting any destination in Johor as a tourist. | | |

| Construct | Item's Code | Items | Ranging Scale | References |
|---|---|---|---|---|
| | AT6 | Being a tourist at any destination in Johor would provide me with great satisfaction. | | |
| | AT7 | Overall, I believe that revisiting any destination in Johor is an excellent idea. | | |
| | AT8 | Overall, I believe that revisiting any destination in Johor would be a pleasant experience for me. | | |
| | AT9 | Revisiting a tourist destination in Johor provides me with the opportunity to gain a meaningful experience. | | |
| | AT10 | Revisiting tourist destination in Johor with significant individuals in my life will provide me the opportunity to spend quality time with them. | | |
| Subjective Norm | SN1 | The majority of individuals who are important to me believe that I should opt to revisit a tourism destination in Johor. | 5 points Likert scale 1: Strongly Disagree to 5: Strongly Agree | Akter & Hasan (2022) Dassouli et al. (2024) |
| | SN2 | My family regularly advocates for revisiting tourism destinations in Johor. | | |
| | SN3 | There is an expectation for me to choose to revisit a tourism destination in Johor. | | |
| | SN4 | The individuals whose opinions I regard highly would endorse my choice to revisit a tourism destination in Johor. | | |
| | SN5 | The majority of individuals who are important to me opt to revisit tourism destinations in Johor. | | |
| | SN6 | Many people would prefer that I revisit a destination in Johor. | | |
| | SN7 | I feel compelled to revisit tourism destinations in Johor. | | |
| | SN8 | My family perceives revisiting tourism destinations in Johor as a safe option. | | |
| | SN9 | My decision to revisit tourism destinations in Johor is contingent upon the influence of my surrounding environment. | | |
| | SN10 | The majority of individuals within my social network choose to revisit tourism destinations in Johor. | | |

| Construct | Item's Code | Items | Ranging Scale | References |
|---|---|---|---|---|
| Perceived Behavioural Control | PBC1 | For me, revisiting tourism destinations in Johor would have a positive impact. | 5 points Likert scale 1: Strongly Disagree to 5: Strongly Agree | Akter & Hasan (2022) Liñán & Chen (2009) |
| | PBC2 | I have a sufficient environment knowledge that enables me to revisit tourism destination in Johor with confidence. | | |
| | PBC3 | I am confident that, if desired, I can effortlessly choose to revisit any destination in Johor. | | |
| | PBC4 | I am confident that I have what is needed to revisit tourism destination in Johor (e.g., financial means, time). | | |
| | PBC5 | I have full control over whether I choose to revisit any tourism destination in Johor. | | |
| | PBC6 | I possess the required financial resources to opt for revisiting any tourism destination in Johor. | | |
| | PBC7 | Should I decide to revisit any tourism destination in Johor, I believe I would have a high probability of success. | | |
| | PBC8 | My capabilities have equipped me with the necessary knowledge to initiate the process of revisiting any destination in Johor. | | |
| | PBC9 | I possess comprehensive knowledge of the essential practical details necessary for revisiting any tourism destination in Johor. | | |
| | PBC10 | I feel confident in my ability to undertake the necessary steps to revisit any tourism destination in Johor. | | |
| Motivation | MV1 | I aspire to discover new aspects of myself through the experience of revisiting the destinations. | 5 points Likert scale 1: Strongly Disagree to 5: Strongly Agree | Chi & Phuong (2021) Kara & Mkwizu (2020) |
| | MV2 | I seek to fully immerse myself in the revisiting experience as a means of satisfying my curiosity. | | |
| | MV3 | I seek to acquire new knowledge about the world through my revisiting experience. | | |
| | MV4 | I aim to develop my abilities through the experience of revisiting any destinations. | | |
| | MV5 | I aspire to enhance my social competence through meaningful experiences by revisiting any destinations. | | |
| | MV6 | I appreciate the ability to share my revisiting any destinations experiences with others | | |

| Construct | Item's Code | Items | Ranging Scale | References |
|---|---|---|---|---|
| | | upon returning home. | | |
| | MV7 | Revisiting any destinations fosters a sense of connection and belonging to the global community. (A deep connection with the local culture, values and community experiences). | | |
| | MV8 | I enjoy meeting new individuals while revisiting any destinations in Johor. | | |
| | MV9 | I seek to alleviate the stress in my life. | | |
| | MV10 | I seek to escape the hustle and bustle of my daily routine. | | |
| Social media | SM1 | Currently, comments on social media posts motivate me to visit various destinations in Johor. | 5 points Likert scale 1: Strongly Disagree to 5: Strongly Agree | Ebrahimi et al. (2019) Nath et al. (2019) |
| | SM2 | In the current context, photographs of tourism destinations in Johor on social media stimulate my interest in travelling. | | |
| | SM3 | In the current context, the appeal of tours to various tourism destinations in Johor on social media generates my interest in travelling. | | |
| | SM4 | In the current context, user-generated content on social media, particularly shared memories of tourism destinations in Johor, enhances my interest in travelling. | | |
| | SM5 | The information presented on social media is relevant to me during the process of planning my travels. | | |
| | SM6 | Utilising such social media sites enables me to complete my travel planning activities more efficiently. | | |
| | SM7 | I will strongly recommend others to use social media site for travel planning. | | |
| | SM8 | I will use such sites for travel planning on a regular basis in the future. | | |
| | SM9 | Using social media while travelling provides a pleasurable experience. | | |
| | SM10 | I trust the information shared by travellers on social media sites. | | |

## 3.8 Pre-Testing

Pre-testing is conducted to ensure that the questionnaire items are clear, relevant, and suitable before the actual data collection process is carried out (Sekaran & Bougie, 2016). It helps to reduce ambiguity, misunderstanding, and poor data quality during the measurement model evaluation process (Memon et al., 2019). In this study, pre-testing was conducted to assess the suitability of the survey instrument in measuring tourists' revisit intention towards Johor. The questionnaire items were adapted from previous validated studies related to the Theory of Planned Behaviour (TPB), motivation, social media, and revisit intention. However, the contents of the instrument needed to be revalidated to ensure suitability within the context of tourism in Johor and among the selected respondents (Hair et al., 2011; Sekaran, 2006).

### 3.8.1 Respondent-Driven Pre-Testing

A respondent-driven pre-testing was conducted in this study to evaluate the clarity and suitability of the questionnaire items among the respondents. The pre-testing process was conducted from 10 January until 13 January 2025. The questionnaire was distributed to ten (10) respondents who had experience visiting tourism destinations in Johor. The respondents were asked to provide feedback regarding the clarity, wording, structure, and understanding of the questionnaire items. Based on the feedback received, several sentences and terms in the questionnaire were simplified to improve respondents' understanding. Overall, the respondents indicated that there were no major issues with the questionnaire and that the items were easy to understand. This process was important to ensure that the questionnaire items were contextually relevant, logically structured, and capable of measuring the study variables effectively while minimizing respondent misunderstanding (Lietz, 2010; Slattery et al., 2011).

## 3.9 Pilot Testing

A pilot testing is a preliminary study conducted before the actual data collection process to evaluate the suitability of the research design and research instrument. Pilot testing is important as it helps researchers identify weaknesses, ambiguities, and potential problems in the questionnaire before conducting the main study. It also

improves the quality and effectiveness of the research instrument and increases the probability of success in the actual study.

According to Uma Sekaran and Roger Bougie (2009), a sample size ranging from 10 to 30 respondents is considered sufficient for a pilot study. However, Cooper and Schindler (2014) suggested that the sample size for pilot testing may range from 25 to 100 respondents. Therefore, this study involved 50 respondents for the pilot test. The pilot test was conducted from 3 April 2025 until 20 April 2025. The questionnaire was distributed online using Google Forms to respondents who had experience visiting tourism destinations in Johor. The purpose of the pilot study was to assess the reliability and suitability of the questionnaire items related to the study variables, namely attitude, subjective norm, perceived behavioural control, motivation, social media, and revisit intention. The collected data were analysed using Statistical Package for Social Sciences (SPSS) Version 30.

The findings from the pilot test confirmed that all constructs demonstrated satisfactory reliability, with Cronbach's Alpha coefficients exceeding 0.85, which is well above the acceptable threshold value of 0.70. This indicates that all measurement items used in this study were reliable and suitable for the actual data collection process. The reliability values for each construct are presented in Table 3.7.

Table 3.7
Result of Reliability Test of Pilot Study

| **Construct** | **Cronbach's alpha** |
|---|---|
| Revisit Intention | 0.921 |
| Attitude | 0.853 |
| Perceived Behavioural Control | 0.896 |
| Subjective Norm | 0.945 |
| Motivation | 0.903 |
| Social Media | 0.898 |

### 3.9.1 Limitation During Pilot Testing

Despite the successful completion of the pilot test, several limitations were encountered during the data collection process. First, some respondents were unwilling to participate or give full attention when answering the questionnaire because they visited the tourism destinations mainly for shopping, leisure, and vacation purposes

rather than participating in surveys. As a result, some respondents were less interested in completing the questionnaire carefully.

Second, the pilot test relied on online questionnaire distribution through Google Forms, which limited the researcher's ability to monitor respondents' understanding and seriousness while answering the questions. This may have affected the accuracy and consistency of some responses.

Third, the pilot test involved only 50 respondents within selected tourism destinations in Johor, which may limit the generalizability of the findings to a broader population of tourists. Therefore, future studies are recommended to involve a larger and more diverse sample to enhance the reliability and representativeness of the findings.

## 3.10 Statistical Method

The latent construct will be evaluated, and the hypotheses will be tested using Smart PLS 4.1.1.4 and IBM SPSS Statistics Version 30. The selection of the Partial Least Squares-structural Equation Modelling (PLS-SEM) and Statistical Package for the Social Science (SPSS) Statistics Version 30 approach was based on the lack of knowledge about the population of visitors in the tourism sector, which therefore makes it uncertain if the data would follow a normal distribution. Despite the advantage of PLS-SEM in requiring a limited number of samples for analysis, the research team made significant efforts to gather as many samples as possible during a six-week period to enhance the model's relevance in case the coefficient was modest.

Researchers often use SPSS and PLS-SEM in primary data analysis because of their synergistic advantages. SPSS is crucial for descriptive statistics, data cleansing and early analyses, including reliability and exploratory factor analysis, which facilitate data comprehension and preparation. PLS-SEM is optimal for evaluating intricate models that include latent variables, mediators, and moderators. It effectively accommodates small sample sizes and non-normally distributed data, enabling researchers to concurrently estimate both measurement and structural models. Collectively, these instruments provide a complete framework for the thorough analysis of primary data, from basic investigation to sophisticated modelling.

## 3.11 Data Analysis Technique

The data for this study were examined using both descriptive and inferential statistical techniques. Descriptive statistics helped explain, summarise and interpret the data, as well as support hypothesis testing. In contrast, inferential statistics allowed the researcher to make broader conclusions about the population based on the sample collected (Singh, 2007). Once data collection was completed, all questionnaire responses were coded and entered SPSS Version 30 for further analysis.

The analysis began with a data screening process to detect any data entry errors, outliers, assumption violations or potential missing values. This was followed by descriptive analysis to compile and compare respondents' demographic profiles (Saunders et al., 2019). Demographic variables and descriptive indicators such as mean, frequency, standard deviation, percentage and range were analysed using standard descriptive procedures (Sekaran & Bougie, 2016). Additional tests including normality, missing data, multivariate probability and Harman's single-factor tests were also conducted. All descriptive analyses were performed using the Statistical Package for Social Sciences (SPSS) Version 30.

Beyond descriptive work, the study employed Structural Equation Modelling (SEM) through Partial Least Squares (PLS) for in-depth analysis and hypothesis testing using Smart-PLS software (Ramayah et al., 2018). As highlighted by Hair et al. (2011), PLS-SEM has become a widely used and important tool for examining causal relationships between latent constructs. It is recognised as a robust, flexible and reliable analytical approach for building, assessing and predicting theoretical models (Hair Jr et al., 2020; Lowry & Gaskin, 2014; Sarstedt et al., 2017). PLS-SEM enables more precise and valid confirmatory factor analysis, and its effectiveness has been supported by numerous studies across the social sciences, especially in business research (Hair et al., 2014). According to Hair et al. (2012) and Reinartz et al. (2009), PLS-SEM is particularly advantageous because it can evaluate relationships between latent variables and indicators (outer model) as well as relationships among constructs (inner model).

Additionally, PLS-SEM supports the development of complex models involving multiple pathways, including mediation and other advanced relationships (Lowry & Gaskin, 2014). Accordingly, Smart-PLS (Version 4.1.1.4) was used in this study to assess both the outer model focusing on reliability, convergent validity and discriminant validity and the inner model, which includes path coefficient significance, coefficient

of determination, effect size and predictive relevance. The overall data analysis was conducted in the stages outlined:

i. Stage 1: Instrument Development
ii. Stage 2: Data Preparation, Data Cleaning and Assumption Testing
iii. Stage 3: Preparing Data for Analysis and Descriptive Analysis
iv. Stage 4: Measurement Model Assessment
v. Stage 5: Structural Model Assessment

## 3.12 SPSS Analysis

### 3.12.1 Missing Data

Missing data is a common issue in quantitative research and occurs when respondents intentionally or unintentionally leave one or more questions unanswered (Hair et al., 2017). It is defined as a value in a dataset that is not recorded or stored for analysis (Kang, 2013). According to Little and Rubin (2002), missing data can arise under three mechanisms: Missing Completely at Random (MCAR), Missing at Random (MAR), and Missing Not at Random (MNAR), each carrying different implications for bias and data interpretation. Missing data can reduce statistical power, distort parameter estimates, and lead to invalid conclusions if not treated appropriately (Baraldi & Enders, 2010; Kang, 2013). Several strategies are available to manage missing values, including complete case analysis, pairwise deletion, and estimation methods (Singh, 2007). In situations where missing data is minimal, typically less than 5%, it means substitution may be applied as a practical remedy (Hair et al., 2012). More advanced approaches, such as multiple imputation or model-based methods within PLS-SEM, offer greater accuracy when data are MAR or when complex models are employed (Hair et al., 2017; Rubin, 1987). Therefore, understanding the nature and extent of missing data is essential to ensure the reliability and validity of research findings.

### 3.12.2 Assessment of Outlier

After addressing missing data, the next step in data screening is to identify and assess outlier. Outliers are extreme or unique values in a dataset that deviate markedly

from the overall pattern and can arise due to measurement errors, data entry mistakes, or natural variability within the population (Hair et al., 2014; Hair et al., 2019). Outliers can distort descriptive and inferential statistics, including means, standard deviations, correlations, and regression coefficients, potentially leading to misleading conclusions (Tabachnick & Fidell, 2013). In multivariate analyses, particularly in Structural Equation Modeling (SEM), Mahalanobis distance ($D^2$) is commonly used to detect multivariate outliers. By comparing each case's Mahalanobis $D^2$ value against the Chi-square ($X^2$) distribution with an alpha level of 0.001 and degrees of freedom corresponding to the number of variables, cases exceeding the threshold can be identified as outliers (Hair et al., 2010). Other techniques, such as boxplots, standardised scores (z-scores), and scatterplots, can also be used to detect univariate and bivariate outliers (Hair et al., 2017; Tabachnick & Fidell, 2013). Once identified, researchers must carefully decide whether to retain, transform, or remove outliers based on their nature and research context. Proper assessment of outliers is essential to ensure the accuracy, validity, and reliability of the study's statistical findings.

### 3.12.3 Assessment of Normality

Normality testing is a key step in data screening to determine whether the distribution of a variable approximates a bell-shaped, symmetric curve (Hair et al., 2016, 2019). Ensuring normality is important because violations of this assumption can influence parameter estimates, standard errors, and test statistics in many statistical analyses, including parametric tests and multivariate techniques (Field, 2018; Tabachnick & Fidell, 2013). Normality can be assessed using graphical methods, such as histograms, Q-Q plots, and boxplots, as well as statistical tests, including the skewness and kurtosis indices (Hair et al., 2017; Kline, 2015). Skewness and kurtosis values between ±1 are generally considered acceptable for assuming normality. However, it is important to note that PLS-SEM is a non-parametric technique and is tolerant of non-normal data, meaning it does not require the data to follow a normal distribution (Hair et al., 2017; Hair & Alamer, 2022). Despite this robustness, assessing normality remains useful for interpreting univariate and multivariate statistics and for ensuring the stability of parameter estimates. When substantial deviations from normality are detected, data transformation or robust estimation techniques may be applied to improve the accuracy and reliability of the analyses.

### 3.12.4 Multicollinearity

Multicollinearity occurs when two or more independent variables are highly correlated, making it difficult to isolate the unique effect of each predictor on the dependent variable (Hair et al., 2019; Pallant, 2013). High multicollinearity can inflate standard errors, reduce the statistical significance of predictors and produce unstable or unreliable estimates (Tabachnick & Fidell, 2013). In practice, multicollinearity can be detected using the Variance Inflation Factor (VIF)**,** tolerance values and correlation matrices. Generally, VIF values below 5 (or 10 in some references) and tolerance values above 0.1 indicate that multicollinearity is not a concern (Hair et al., 2016; Kline, 2015; Pallant, 2013). In PLS-SEM, multicollinearity among predictor constructs in the inner model can distort path coefficient estimates, making it necessary to assess VIF values before interpreting the model (Hair et al., 2016). Proper assessment and management of multicollinearity are essential to ensure accurate, reliable, and meaningful results in multivariate analyses.

### 3.12.5 Descriptive Analysis

Descriptive analysis is a fundamental step in quantitative research, aimed at transforming raw data into a format that researchers can easily comprehend (Sekaran & Bougie, 2016; Zikmund et al., 2013). This analysis summarises, organises and interprets the characteristics of collected data, providing an overview of the distribution, central tendency and variability of the variables (Hair et al., 2019). Common descriptive statistics include mean, median, mode, standard deviation, frequency, percentage and range**,** which facilitate a clear and meaningful presentation of information. In particular, descriptive analysis allows researchers to examine respondents' demographic characteristics, detect patterns and identify trends or irregularities in the data (Saunders et al., 2019). By providing a structured summary of the dataset, descriptive analysis serves as a foundation for subsequent procedures, such as hypothesis testing, regression and structural equation modelling, ensuring that the data is accurately understood and appropriately interpreted.

## 3.13 PLS-SEM Analysis

### 3.13.1 Path Model Estimation

Path model estimation in this study was conducted using Partial Least Squares-Structural Equation Modelling (PLS-SEM)**,** a variance-based structural equation modelling technique that is widely used for analysing complex relationships between latent and observed variables (Hair et al., 2016; Henseler et al., 2009). PLS-SEM is particularly suitable for predictive research and theory development because it maximises the explained variance of endogenous constructs ($R^2$ values) and allows researchers to model multiple interdependent relationships simultaneously (Hair & Alamer, 2022; Hair et al., 2016).

The PLS-SEM procedure involves two key stages: the outer (measurement) model and the inner (structural) model. The outer model assesses the relationships between latent constructs and their indicators, including indicator reliability, convergent validity, and discriminant validity. The inner model examines the hypothesised relationships between latent constructs, including path coefficients, $R^2$ values, effect sizes ($f^2$), and predictive relevance ($Q^2$) (Hair et al., 2016; Henseler et al., 2016).

Before estimation, several parameters are defined, such as the algorithm type, weighting scheme, data metric, and the maximum number of iterations. The results provide insights into both the measurement quality and the structural relationships within the model, supporting the validation of the proposed hypotheses and the robustness of the research model (Hair et al., 2016, 2019).

### 3.13.2 Justification for Using the Structural Equation Modelling

This study employed Partial Least Squares-Structural Equation Modelling (PLS-SEM) to evaluate the research model due to its robustness, predictive power, and adaptability in handling complex models with multiple constructs and indicators (Hair & Alamer, 2022; Hair et al., 2019; Henseler et al., 2009). Compared to covariance-based SEM (CB-SEM), PLS-SEM is particularly suitable for predictive research, mediation analysis, and situations involving small sample sizes or non-normal data distributions. Bootstrapping techniques in PLS-SEM provide accurate estimates of direct and indirect effects, improving the reliability of mediation analysis over

traditional regression models (Preacher & Hayes, 2004; Sarstedt et al., 2019). The rationale for using PLS-SEM in this study can be summarised as follows:

i. Predictive Focus: Suitable for studies aiming to predict theoretical frameworks and maximise explained variance ($R^2$) in endogenous constructs (Hair et al., 2017; Hair et al., 2019).
ii. Complex Model Handling: Efficiently manages structural models with multiple constructs, indicators, and relationships (Hair et al., 2017; Hair et al., 2019).
iii. Small or Moderate Sample Size: Achieves high statistical power even with smaller samples, while reliability improves with larger samples (Hair et al., 2011).
iv. Distribution Flexibility: As a non-parametric method, PLS-SEM does not require normal data distributions, though outliers and multicollinearity should be monitored (Hair & Alamer, 2022; Hair et al., 2011).
v. Latent Variable Scores: Provides latent construct scores for subsequent analyses and prediction (Hair et al., 2016).
vi. Higher Statistical Power: Offers greater statistical power than CB-SEM, improving the accuracy of parameter estimates (Hair et al., 2019).
vii. Mediation Analysis: Performs better than regression models in estimating mediation effects, particularly when bootstrapping is applied (Hair et al., 2011; Preacher & Hayes, 2004; Sarstedt et al., 2019).

The performance and accuracy of the PLS-SEM algorithm depend strongly on the quality of the data and the parameters specified in the model. These characteristics directly influence how the results are interpreted and evaluated. As highlighted by Hair et al. (2011) and Hair et al. (2019), four key aspects must be carefully considered when applying PLS-SEM, which are data characteristics, model characteristics, model estimation and model evaluation. Table 3.6 provides a summary of these essential PLS-SEM properties and explains their relevance to this study based on sourced by Hair et al. (2011) and Hair & Alamer (2022).

Table 3.8
Summary Key Characteristics of PLS-SEM

| Aspect | Description |
|---|---|
| Data Characteristic | 1. Can achieve high statistical power with small samples, reliability improves with large samples.<br>2. Works with metrics and quasi-metric (ordinal) data.<br>3. Tolerates missing data below 5% and non-normal distributions, though outliers and multicollinearity may affect results. |
| Model Characteristics | 1. Support both single and multi-item measures.<br>2. Integrated reflective and formative measurement models.<br>3. Capable of handling complex model with numerous structural relationships. |
| Model Estimation | 1. Maximises explained variance ($R^2$) in endogenous constructs.<br>2. Efficient algorithm converging after a few iterations.<br>3. Constructs treated as composites, calculate as linear combinations of indicators, usable for prediction and further analyses.<br>4. Provides unbiased and consistent parameter estimates for composite models, with higher statistical power than CB-SEM. |
| Model Evaluation | 1. Overall model fits as in CB-SEM is not applicable, focus is on measurement model reliability and validity.<br>2. Reflective measurement models are assessed for indicator reliability, internal consistency, convergent validity and discriminant validity.<br>3. Collinearity among predictor constructs is evaluated.<br>4. Structural model assessment includes path coefficients' significant, measurement model invariance and mediation or moderation analysis. |

In conclusion, PLS-SEM was chosen for this study because it allows for predictive modelling, robust handling of complex structures, accurate estimation of mediation effects, and reliable analysis even with small or non-normal datasets, making it highly suitable for validating both the measurement and structural models in this research.

### 3.13.3 Measurement Model

The measurement and structural models in this study were evaluated using Partial Least Squares (PLS), following the recommendations of Henseler et al. (2009). For reflective measurement models, the confirmatory factor analysis (CFA) procedure involves several systematic steps to ensure reliability and validity. According to Hair et al. (2019), CFA for reflective constructs should include the following stages:

Step 1: Estimate of Loadings and Significance

Step 2: Indicator Reliability (items)

Step 3: Composite Reliability (construct)

Step 4: Average Variance Extracted (AVE)

Step 5: Discriminant Validity - HTMT

Consistent with established guidelines, the measurement model in this study was assessed for both reliability and validity. The evaluation covered internal consistency reliability (based on composite reliability), convergent validity (indicator loadings, AVE, CR), and discriminant validity using the Heterotrait-Monotrait Ratio (HTMT) (Hair et al., 2019; Henseler et al., 2015; Ramayah et al., 2018). Once the reliability of individual indicators was confirmed, the analysis proceeded to validate the constructs through detailed examinations of convergent and discriminant validity. Convergent validity ensures that items effectively represent the intended latent construct (Sharma & Kim, 2013), whereas discriminant validity verifies that each construct is empirically distinct from others within the model (Henseler et al., 2009).

Before assessing the measurement model, it is essential to classify each construct as either reflective or formative, as this determines the appropriate validation procedures. Hair et al. (2010) emphasise that reflective and formative constructs differ fundamentally in their direction of causality, the nature of indicators, and the implications of adding or removing items. Decision rules proposed by Coltman et al. (2008) and Petter et al. (2007, 2008) were applied in this study to guide this classification process. First, the researcher must consider whether the construct is being measured or formed. Second, the direction of causality must be evaluated; reflective models assume causality flows from the latent construct to its indicators, while formative models assume the indicators define or form the construct. Third, the characteristics of the indicators must be examined. Reflective indicators are expected to share a common theme, be interchangeable and not alter the meaning of the construct if added or removed. In contrast, formative indicators are not interchangeable, may represent distinct attributes, and their removal can change the conceptual meaning of the construct.

By following these established procedures and theoretical considerations, the reflective measurement models in this study were rigorously examined to ensure that

they met the reliability and validity standards required for subsequent structural model assessment.

### 3.13.4 Internal Consistency

Internal consistency reliability is the first criterion assessed in PLS-SEM to ensure that indicators consistently measure their intended latent construct (Kock & Lynn, 2012). Although Cronbach's Alpha is a traditional measure of reliability, it assumes equal indicator loadings, which often leads to underestimation in PLS-SEM (Hair & Alamer, 2022; Hair et al., 2016). Because of this limitation, Cronbach's Alpha is recommended only as a supplementary indicator rather than the primary basis for assessing reliability.

Composite reliability (CR) is preferred in PLS-SEM because it incorporates actual outer loadings, providing a more accurate reflection of internal consistency (Aibinu & Al-Lawati, 2010; Hair et al., 2019). CR values between 0.60 and 0.70 are acceptable for exploratory research, while values between 0.70 and 0.90 indicate satisfactory reliability. Establishing internal consistency reliability ensures that constructs are measured consistently, forming the foundation for evaluating indicator reliability, convergent validity, and discriminant validity.

### 3.13.5 Convergent Validity

Convergent validity refers to the extent to which indicators of a specific latent construct share a high proportion of common variance and thus truly measure the same underlying concept (Sharma & Kim, 2013; Urbach & Ahlemann, 2010). In PLS-SEM, convergent validity is evaluated using three key criteria, which are indicator loadings, average variance extracted (AVE) and composite reliability (CR) (Hair et al., 2016, 2019; Henseler et al., 2016). High outer loadings indicate that indicators converge strongly on their respective construct. The widely accepted guideline is that standardised loadings should be 0.70 or higher, demonstrating that the indicator explains at least 50% of its variance through the latent construct (Hair et al., 2016, 2019). However, earlier studies Hullan (1999) and more recent guidelines note that indicators with loadings between 0.40 and 0.70 may be retained if their removal does not improve AVE or composite reliability (Hair & Alamer, 2022; Hair et al., 2016).

The average variance extracted (AVE) further assesses convergent validity by measuring the degree to which a construct explains the variance of its indicators relative to measurement error. An AVE value of 0.50 or above is considered adequate, indicating that more than half of the variance of the indicators is captured by the construct (Fornell & Larcker, 1981; Hair et al., 2019). Together with AVE, composite reliability provides additional evidence of internal consistency and ensures that the indicators collectively measure the latent construct reliably. When indicator loadings, CR and AVE meet the recommended thresholds, the reflective measurement model is deemed to demonstrate satisfactory convergent validity (Hair et al., 2017; Ramayah et al., 2018).

### 3.13.6 Discriminant Validity

Discriminant validity assesses the extent to which a latent construct is conceptually and empirically distinct from other constructs in a model (Gefen et al., 2011b; Hair et al., 2017; Urbach & Ahlemann, 2010). Establishing discriminant validity ensures that a construct captures unique variance, preventing overlap with other constructs and maintaining the conceptual integrity of the measurement model (Henseler et al., 2016). Without adequate discriminant validity, structural relationships may be biased or misinterpreted, leading to inaccurate conclusions (Hair et al., 2019; Henseler et al., 2015).

Traditionally, discriminant validity has been assessed using cross-loadings and the Fornell-Larcker criterion. Cross-loadings require that an indicator load higher on its assigned construct than on any other construct (Chin, 1998; Hair et al., 2016). The Fornell and Larcker criterion involves comparing the square root of a construct's AVE with its correlations with other constructs, and a construct meets discriminant validity if its AVE is greater than the highest correlation with any other construct (Fornell & Larcker, 1981; Hair et al., 2016).

More recently, the Heterotrait-Monotrait ratio of correlations (HTMT) has been proposed as a more reliable method for detecting discriminant validity (Henseler et al., 2016). HTMT is calculated as the mean of all correlations between indicators measuring different constructs (Heterotrait-Heteromethod correlations) divided by the geometric mean of the average correlations of indicators measuring the same construct (Monotrait-Heteromethod correlations) (Henseler et al., 2016). Recommended thresholds are

HTMT < 0.85 for constructs with similar conceptual structures and HTMT < 0.90 for constructs with highly similar conceptual structures. Values exceeding these thresholds indicate a lack of discriminant validity and suggest that constructs may not be sufficiently distinct (Hair et al., 2020; Henseler et al., 2016).

### 3.13.7 Structural Model

After confirming the reliability and validity of the measurement model, the structural model (inner model) is evaluated to examine the hypothesised relationships between latent constructs (Hair et al., 2012, 2019). Key assessments include collinearity, path coefficients, coefficient of determination ($R^2$), effect size ($f^2$), and predictive relevance ($Q^2$) (Hair et al., 2012; Henseler et al., 2009; Ramayah et al., 2018). Collinearity among predictor constructs is assessed using the variance inflation factor (VIF), with values below 5 indicating no multicollinearity issues (Hair et al., 2019; Ramayah et al., 2018).

Path coefficients indicate the strength and direction of relationships between constructs, with significance assessed through bootstrapping procedures (Hair et al., 2012; Preacher & Hayes, 2004). The $R^2$ value measures the proportion of variance in an endogenous construct explained by its predictors, while $f^2$ evaluates the impact of individual exogenous constructs on endogenous constructs. Predictive relevance ($Q^2$), assessed via blindfolding, determines the model's ability to predict unseen data points (Hair et al., 2019; Henseler et al., 2009). Together, these assessments provide a robust evaluation of the structural model's explanatory and predictive capabilities, making PLS-SEM particularly suitable for complex models, small to medium samples, and non-normal data (Hair et al., 2016; Henseler et al., 2015; Rigdon, 2012).

### 3.13.8 Path Coefficient

Path coefficients in PLS-SEM represent the strength and direction of the relationships between latent constructs, providing a basis for hypothesis testing (Hair et al., 2017; Henseler et al., 2009; Kock, 2016). They are standardised regression coefficients (β) that indicate the magnitude of influence, with positive or negative signs reflecting the direction of the effect (Chin, 1998; Hair et al., 2019).

The significance of path coefficients is typically assessed through bootstrapping, which generates t-values and p-values without assuming normality (Hair et al., 2012; Preacher & Hayes, 2004; Ramayah et al., 2018). A path coefficient is considered significant if the t-value exceeds 1.645 at a one-tailed significance level of $p < 0.01$, supporting the hypothesised relationship (Kock, 2016). Path coefficients are interpreted alongside structural model metrics such as $R^2$, $f^2$, and $Q^2$ to evaluate both the strength of relationships and the model's explanatory and predictive power (Hair et al., 2019; Ramayah et al., 2018).

### 3.13.9 Effect Size ($f^2$)

Effect size ($f^2$) in PLS-SEM measures the impact of an exogenous latent variable on an endogenous latent variable by evaluating its contribution to the $R^2$ value of the dependent construct (Chin & Newsted, 1999; Hair et al., 2016; Ramayah et al., 2018). It complements $R^2$ by quantifying the practical significance of predictors and the strength of their relationships within the structural model (Hair et al., 2019).

The magnitude of $f^2$ is interpreted using Cohen's (1988) guidelines, 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect. Effect size analysis helps researchers identify which constructs meaningfully influence endogenous variables and supports theoretical and managerial interpretations beyond statistical significance alone (Hair et al., 2017; Hair et al., 2016).

### 3.13.10Coefficient of Determination ($R^2$)

The coefficient of determination ($R^2$) is a widely used metric in PLS-SEM for assessing the explanatory power of a structural model, indicating the proportion of variance in an endogenous construct explained by its exogenous constructs (Hair et al., 2016, 2019; Henseler et al., 2009). Higher $R^2$ values reflect stronger explanatory power, while lower values suggest limited variance explained (Hair et al., 2017; Ramayah et al., 2018).

In practice, an $R^2$ value of 0.20 is considered acceptable, though values as low as 0.10 can be tolerated depending on the research context and the complexity of the model (Falk & Miller, 1992; Hair et al., 2016). $R^2$ should be interpreted alongside other structural model metrics, such as path coefficients, effect size ($f^2$), and predictive

relevance ($Q^2$), to provide a comprehensive evaluation of the model's explanatory and predictive capabilities (Hair et al., 2019; Henseler et al., 2009).

### 3.13.11Predictive Relevance ($Q^2$)

Predictive relevance ($Q^2$) evaluates a PLS-SEM model's ability to predict observed data points not used in model estimation, indicating it's out of sample predictive accuracy (Chin & Newsted, 1999; Hair et al., 2016; Henseler et al., 2009). $Q^2$ is calculated using the blindfolding procedure, which systematically omits data points and predicts them based on the model. In Smart-PLS, an omission distance of 5 to 10 is recommended, with 7 being the default setting (Hair et al., 2012, 2016).

A $Q^2$ value greater than zero ($> 0$) indicates that the model has predictive relevance for the endogenous construct, while a value below zero suggests poor predictive capability (Hair et al., 2016; Henseler et al., 2009). The results are expressed as cross-validated redundancy values, which provide a quantitative measure of how well the model can predict new observations (Chin & Newsted, 1999; Hair et al., 2016). $Q^2$ complements other structural model metrics, such as $R^2$, path coefficients, and $f^2$, to assess both the explanatory and predictive power of the model (Hair et al., 2017; Ramayah et al., 2018).

### 3.13.12Moderation Analysis

Moderation analysis in Partial Least Squares Structural Equation Modelling (PLS-SEM) examines whether the strength or direction of the relationship between an independent variable (IV) and a dependent variable (DV) changes depending on a third variable, known as the moderator. According to Baron and Kenny (1986), a moderator influences how an IV affects a DV, thereby explaining under what conditions a particular effect occurs. In the context of this study, social media functions as the moderating variable, potentially altering the effects of subjective norm and motivation on tourists' revisit intention to Johor.

PLS-SEM is well-suited for testing moderation because it allows the assessment of interaction terms using product-indicator or two-stage approaches, even in complex models or with non-normally distributed data (Chin et al., 2003; Hair & Alamer, 2022). Memon et al. (2019) recommend three key steps in conducting moderation analysis in

PLS-SEM. First, researchers must examine whether the interaction term between the moderator and each independent variable is statistically significant. A significant interaction indicates that the moderator meaningfully influences the relationship. Second, effect size ($f^2$) should be calculated to evaluate the magnitude of the moderating effect on the model's $R^2$ value. Finally, when moderation is significant, plotting simple slopes is advised, as interaction plots help visualise the direction and nature of the moderating effect (Dawson, 2014).

In this study, moderation analysis will determine whether social media strengthens, weakens or otherwise alters the relationships between subjective norm and revisit intention, as well as between motivation and revisit intention. This approach provides deeper insight into how social media engagement shapes tourists' behavioural intentions, offering a more nuanced understanding of the model's predictive relationships.

## 3.14 Chapter Summary

This chapter presents the methodology proposed for the study, covering the research design, sampling strategy, data collection, and planned analysis procedures. The study targets tourists who revisit destinations in Johor, with data to be collected through a structured questionnaire. Once the questionnaires are distributed and responses gathered, the data will be cleaned and prepared for analysis using SPSS v30. Subsequently, Smart-PLS 4.1.1.4 will be employed to analyse the data and test the research hypotheses, providing a framework to address the research questions. The chapter outlines each step of the proposed process to ensure the reliability, validity, and rigour of the study's methodology.

# CHAPTER 4
# DATA ANALYSIS

## 4.1 Preamble

This chapter exhibits the results, presents statistical analyses and discusses the findings of this research. It looked at RI (revisit intention), AT (attitude), PBC (perceived behaviour control), SN (subjective norm), MV (motivation and SM (social media) as predictors. The chapter begins with data preparation and is followed by the preliminary examination to test the underlying assumptions of multivariate analysis. Subsequently, the descriptive statistics of respondents' profiles are presented. As this research applied SPSS and the PLS-SEM technique, the analyses of the measurement and structural path models were conducted and reported. The chapter ends with the reporting of moderation analyses; the moderation effect of SN and MV on SM was tested.

## 4.2 Data Preparation

Data preparation is a critical preliminary stage in the data analysis process, undertaken to ensure the accuracy, consistency and adequacy of the collected information before proceeding to the evaluation of the research model (Hair et al., 2020). This stage encompasses several key steps, including data screening, editing, coding, and data entry.

In this study, a screening question was incorporated at the beginning of the questionnaire to ensure that only qualified respondents proceeded to answer the subsequent sections. Specifically, respondents were required to indicate whether they had visited any of the selected tourist destinations in Johor at least two times or more. The listed destinations were Paradigm Mall Johor Bahru, Toppen Shopping Centre, The Mall, Mid Valley Southkey, Legoland Malaysia Resort and Pantai Desaru. Only respondents who confirmed that they had revisited at least one of these locations were eligible to complete the full questionnaire.

This screening question served as a filter to identify genuine repeat visitors, thereby ensuring the relevance of the data to the research objective, which focuses on tourist revisit intention. All responses that passed the screening criteria were considered valid for inclusion in the data analysis. As a result, no questionnaires were excluded at this stage, as all respondents met the requirement of having revisited at least one of the specified locations.

To facilitate accurate data analysis, all questionnaire items were pre-coded before data collection. The Likert-scale questions, which measured independent, moderator and dependent variables, were uniformly coded on a 5-point scale ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*). This standardised coding scheme helped streamline the data entry process and ensured consistency in the interpretation of responses across all constructs.

### 4.2.1 Blank Responses

The initial step in the data cleaning process involved identifying any incomplete responses within the collected questionnaires. This procedure was carried out using Microsoft Excel to systematically examine the dataset for missing values. Specifically, the analysis focused on detecting blank responses across both independent and dependent variables.

To ensure data quality and consistency, exclusion criteria were applied. Any questionnaire that contained more than 25% missing responses on the independent variables or even a single missing response on the dependent variables was deemed incomplete and therefore excluded from further analysis. This threshold was set to maintain the reliability and validity of the dataset, as excessive missing data can compromise the accuracy of the statistical findings.

The COUNTBLANK ($item_1$ to $item_0$) function in Excel was employed to efficiently calculate the number of missing responses for each case. Upon completion of this verification process, it was confirmed that all questionnaires were fully completed, with no blank responses detected in either the independent or dependent variables. This finding indicates that respondents answered all items as required, thus eliminating the need for listwise deletion or data imputation techniques at this stage.

### 4.2.2 Straight Lining

This study also tests the response pattern to detect if there is a straight line pattern, which occurs when a participant or respondent provides the same feedback or response for most of the questions (Hair et al., 2017). The straight lining assessment in this study was conducted using Microsoft Excel 2024. Among all 310 tested cases, five (5) were detected with straight lining, and it was excluded from further analysis, leaving a total of 305 remaining cases to be analyses.

Table 4.1
Straight Lining

| No | Case Id | Straight Lining |
|---|---|---|
| 1 | 146 | 0 |
| 2 | 147 | 0 |
| 3 | 148 | 0 |
| 4 | 149 | 0 |
| 5 | 150 | 0 |

### 4.2.3 Missing Values

The next step in the data-cleaning process involves identifying any missing values in the dataset. The impact of missing data depends on its pattern, extent and underlying cause. In line with the guidelines by (Hair et al., 2019), this study follows a systematic approach to detect and address missing data.

The procedures adopted are as follows, which are guided by established methodological recommendations to ensure the systematic identification, evaluation, and appropriate treatment of missing data before further statistical analysis.

i. Determine the nature of the missing data (ignorable or non-ignorable) Missing data generally fall into two categories. The first is ignorable missing data, which occurs when respondents intentionally skip an item despite being presented with the question. The second is non-ignorable missing data, which may result from researcher error during data entry or respondents intentionally avoiding sensitive questions (Hair et al., 2019). For non-ignorable missing data, it is important to evaluate the extent and

pattern of missingness before deciding on the appropriate treatment. In this study, all items related to the structural model are essential; therefore, assessing the extent of missing data is a critical step.

ii. SPSS v30 was used to examine the dataset and determine the degree of missingness. As shown in Appendix 3 (Missing value), the analysis confirmed that no missing data were present for any of the latent variable items.

### 4.2.4 Outliers

Outliers refer to observations that display characteristics substantially different from the rest of the dataset. In other words, they represent responses that deviate considerably from what is typically expected for a particular construct or set of items (Hair et al., 2019; Sarstedt et al., 2021). Because outliers can distort the distribution of data and potentially lead to inaccurate or misleading conclusions, it is essential to identify and evaluate them carefully before proceeding with further analyses (Hair et al., 2019; Tabachnick & Fidell, 2013).

While some outliers may reveal meaningful and previously unseen characteristics of the population, problematic outliers are those that do not reflect the target population, are inconsistent with the study's objectives, and may bias statistical results (Hair et al., 2019). Therefore, this study conducted a systematic assessment of outliers across all independent and dependent variables.

In this research, multivariate outliers were detected using the Mahalanobis $D^2$ measure, a widely recommended method for identifying unusual cases across multiple variables simultaneously. Mahalanobis $D^2$ provides a multivariate distance score for each observation, indicating how far it lies from the centre of the distribution (Hair et al., 2019). Higher $D^2$ values suggest that the observation may not originate from the same underlying data generation process as most of the sample. SPSS v30 was used to compute these values.

To determine the point cut-off for identifying outliers, the number of study variables was first established, totalling six (6) variables (revisit intention, attitude, subjective norm, perceived behavioural control, motivation and social media). Following the standard procedure, the degrees of freedom are calculated as the number of variables minus one (total number of variables, which is 6-1=5), resulting in five (5)

degrees of freedom. As recommended by Mishra et al. (2013), a significance level of p = 0.001 was applied. Based on the chi-square distribution table, the corresponding chi-square critical value is 20.515, as shown in Table 4.2. Observations with Mahalanobis $D^2$ values exceeding this threshold are classified as potential multivariate outliers.

Table 4.2
Chi-Square Statistical Table

| **Df** | **p-value** | | | | | |
|---|---|---|---|---|---|---|
| | **0.1** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| 1 | 2.7055 | 3.8415 | 5.0239 | 6.6349 | 7.8794 | 10.8276 |
| 2 | 4.6052 | 5.9915 | 7.3778 | 9.2103 | 10.5966 | 13.8155 |
| 3 | 6.2514 | 7.8147 | 9.3484 | 11.3449 | 12.8382 | 16.2662 |
| 4 | 7.7794 | 9.4877 | 11.1433 | 13.2767 | 14.8603 | 18.4668 |
| 5 | 9.2364 | 11.0705 | 12.8325 | 15.0863 | 16.7496 | 20.515 |
| 6 | 10.6446 | 12.5916 | 14.4494 | 16.8119 | 18.5476 | 22.4577 |
| 7 | 12.017 | 14.0671 | 16.0128 | 18.4753 | 20.2777 | 24.3219 |
| 8 | 13.3616 | 15.5073 | 17.5345 | 20.0902 | 21.955 | 26.1245 |
| 9 | 14.6837 | 16.919 | 19.0228 | 21.666 | 23.5893 | 27.8772 |
| 10 | 15.9872 | 18.307 | 20.4832 | 23.2093 | 25.1882 | 29.5883 |
| 11 | 17.275 | 19.6751 | 21.92 | 24.725 | 26.7568 | 31.2641 |
| 12 | 18.5493 | 21.0261 | 23.3367 | 26.217 | 28.2995 | 32.9095 |
| 13 | 19.8119 | 22.362 | 24.7356 | 27.6882 | 29.8195 | 34.5282 |
| 14 | 21.0641 | 23.6848 | 26.1189 | 29.1412 | 31.3193 | 36.1233 |
| 15 | 22.3071 | 24.9958 | 27.4884 | 30.5779 | 32.8013 | 37.6973 |
| 16 | 23.5418 | 26.2962 | 28.8454 | 31.9999 | 34.2672 | 39.2524 |
| 17 | 24.769 | 27.5871 | 30.191 | 33.4087 | 35.7185 | 40.7902 |
| 18 | 25.9894 | 28.8693 | 31.5264 | 34.8053 | 37.1564 | 42.3124 |
| 19 | 27.2036 | 30.1435 | 32.8523 | 36.1909 | 38.5823 | 43.8202 |

Any case with a Mahalanobis $D^2$ of 20.515 and above is a multivariate outlier. According to Table 4.3, the sample contains 3 outliers with a Mahalanobis Distance larger than 20.515.

Table 4.3
Multivariate Outliers Detection

| No | Case Number | Mahalanobis ($D^2$) | p-*value* |
|---|---|---|---|
| 1 | 088 | 29.93954 | .00002 |
| 2 | 035 | 25.10187 | .00013 |
| 3 | 064 | 21.48564 | .00066 |

The researcher subsequently performed a multiple regression analysis to examine whether the presence of outliers affected the parameter stability of the study's structural model. The initial analysis showed that the main model recorded an $R^2$ value of 58.8% (refer to Table 4.4). After the removal of outliers, the $R^2$ value increased to 60.8% (refer to Table 4.5). This reflects a marginal difference of approximately 2%, indicating only a slight improvement following the exclusion of outliers.

Given that the change in $R^2$ was below the commonly accepted threshold of 10%, the findings suggest that the outliers did not substantially influence the stability or accuracy of the regression estimates. Therefore, the outlying cases were retained in the dataset. Following this assessment, the next step involved evaluating the assumptions underlying the multivariate analysis.

The Value of $R^2$ After Disposal of Outliers

Table 4.4
The Value $R^2$ of Before Removal of Outliers

| R | R Square | Adjusted R square | Std. Error of the Estimates |
|---|---|---|---|
| .767 | .588 | .571 | .35537 |

*Note: the dependent variable is RI (Revisit Intention)

Table 4.5
The Value of $R^2$ After Removal of Outliers

| R | R Square | Adjusted R square | Std. Error of the Estimates |
|---|---|---|---|
| .780 | .608 | .592 | .34243 |

*Note: the dependent variable is RI (Revisit Intention)

## 4.3 Assessing Multivariate Assumptions

Following the data cleaning process, it is essential to evaluate the statistical assumptions underpinning the multivariate analysis. Assumption testing is important for two key reasons. First, the complexity arising from multiple interrelated variables may introduce distortions or bias into the results. Second, the analytical procedures involved in multivariate techniques can obscure signs of assumption violations that would otherwise be more apparent in simpler univariate analyses (Hair, Black, et al., 2019).

In this study, the assessment of multivariate assumptions includes testing for normality, normality of error terms, linearity, multicollinearity, construct variance and autocorrelation. Conducting these tests is crucial, as any violation of these assumptions may compromise the accuracy of the statistical results and potentially lead to misleading or incorrect conclusions (Meyers et al., 2016).

### 4.3.1 Normality

Normality assessment is an important preliminary step for researchers, particularly those employing covariance-based structural equation modelling (CBSEM). Although partial least squares structural equation modelling (PLS-SEM) does not require data to meet the assumption of multivariate normality (Hair et al., 2022), it is still recommended that researchers examine the distributional properties of their data to ensure the robustness and reliability of subsequent analyses. In line with this recommendation, the present study evaluated the normality of the dataset before conducting the structural analysis.

The assessment of normality was conducted using the cleaned dataset, free from missing values and response errors. Normality can be examined through several indicators, with skewness and kurtosis statistics commonly used to determine whether the distribution of data deviates significantly from a normal distribution (Tabachnick & Fidell, 2013). Therefore, this study focused on analysing the skewness and kurtosis values for each variable to ascertain whether the data exhibited substantial departures from normality.

To further support this assessment, Mardia's multivariate skewness and kurtosis tests were performed. The results of these analyses are presented in Figure 4.1 and Table

4.6. These findings provide an indication of the overall normality of the dataset and determine whether the data are suitable for advanced multivariate analyses.

Table 4.6
Mardia's Multivariate Skewness and Kurtosis

| | b | p-value |
|---|---|---|
| Skewness | 13.63834 | 0.001 |
| Kurtosis | 71.04583 | 0.001 |

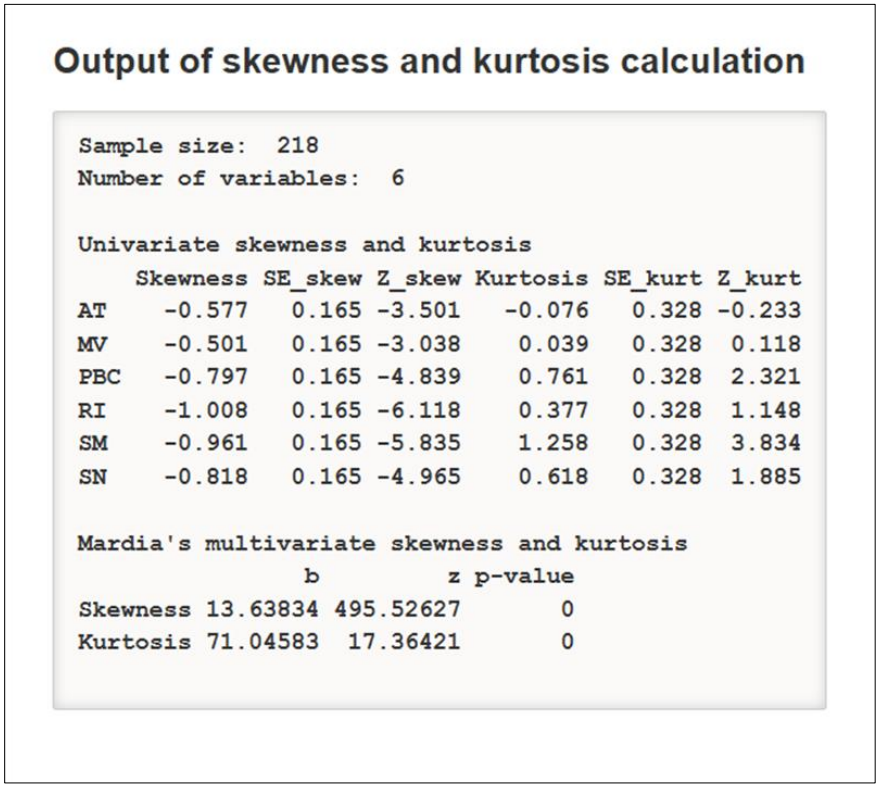


Figure 4.1 Mardia's Multivariate Skewness and Kurtosis

In line with the recommendations by (Hair et al., 2017), the researcher proceeded to assess multivariate skewness and kurtosis to evaluate the normality of the dataset. According to Kline (2015), multivariate normality is considered acceptable when skewness values fall within $\leq \pm 3$ and kurtosis values fall within $\leq \pm 20$. The analysis revealed that the data did not meet these criteria. Specifically, Mardia's multivariate skewness was significant at $\beta = 13.63834$ ($p < 0.01$), and Mardia's multivariate kurtosis was also significant at $\beta = 71.04583$ ($p < 0.01$), clearly indicating a deviation from multivariate normality. Given that the assumption of normal distribution was violated across all tests, the use of a non-parametric analytical

technique was justified. Consequently, Smart-PLS was deemed the most appropriate tool for the subsequent data analysis.

### 4.3.2 Normality of Error Terms

The next stage of assessment involved examining the normality of the model's error terms. This step is essential to ensure that the residuals follow a normal distribution, which supports the validity of subsequent statistical analyses. Normality was assessed using the Normal P–P Plot, where the distribution of residuals is compared against an expected normal distribution. As illustrated in Figure 4.2, the plotted points align closely with the diagonal reference line, indicating that the error terms exhibit an acceptable level of normality.

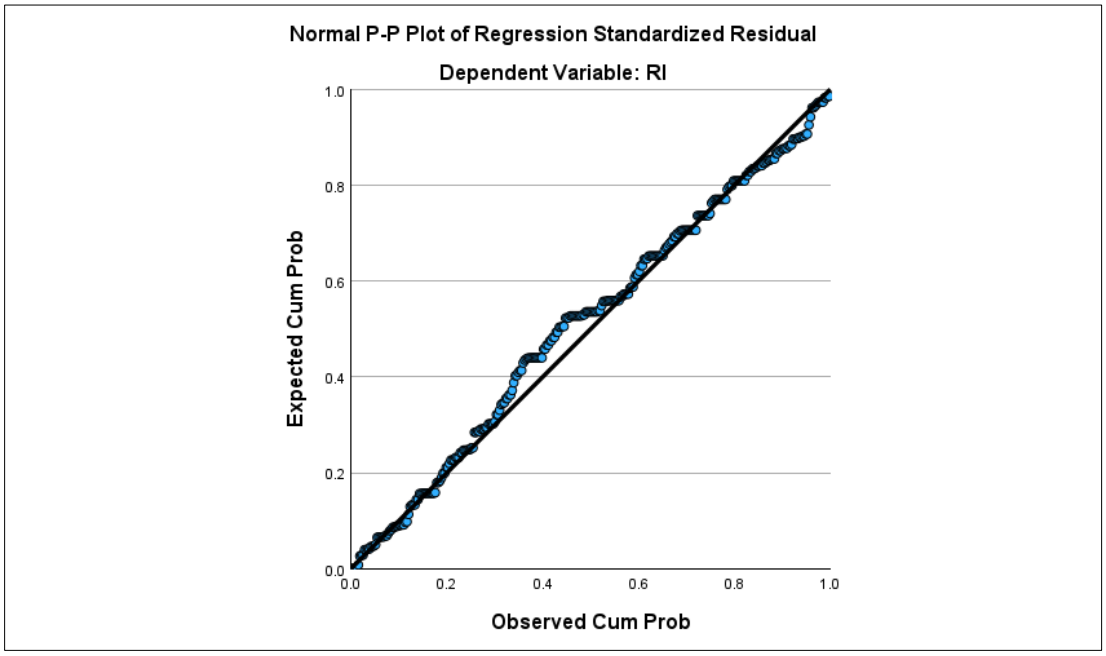



Figure 4.2 Normality

### 4.3.3 Linearity

The linearity assumption was assessed to ensure that the relationships between the independent variables and the dependent variable are appropriately modelled within a linear framework. According to Hair et al. (2019) Hair et al. (2018) and Tabachnick and Fidell (2013), establishing linearity is essential because non-linear patterns may distort parameter estimates, weaken predictive accuracy, and compromise the validity

of subsequent analyses. In this study, linearity was evaluated using scatter plots (partial regression plots), which are considered a recommended approach for visually diagnosing the form and strength of relationships among variables (Pallant, 2020).

The scatter plots for all independent variables against the dependent variable, as well as the combined model, are presented in Appendix 4 (Linearity). Visual inspection of these plots shows that the data points cluster in a pattern that supports the presence of linear relationships. Straight fitted lines can be reasonably drawn through the plots, indicating that deviations from linearity are minimal. Based on these observations, the linearity assumption is deemed to be satisfactorily met, allowing the researcher to proceed with further multivariate analyses.

### 4.3.4 Constant Variance

The next multivariate assumption assessed in this study is constant variance, also referred to as homoscedasticity. This assumption requires that the variance of the residuals remains consistent across all levels of the predicted values. Ensuring homoscedasticity is essential, as heteroscedastic patterns may bias standard errors and affect the accuracy of hypothesis testing (Hair et al., 2019; Tabachnick & Fidell, 2013).

To examine this assumption, a scatter plot was generated plotting the standardised residuals (SRESID) against the standardised predicted values (ZPRED). As illustrated in Figure 4.2, the residuals appear randomly dispersed around the horizontal axis, without forming any distinct funnel-shaped or curved patterns. This visual assessment indicates that the residuals exhibit a relatively constant spread, confirming that the assumption of homoscedasticity is satisfactorily met for this study.

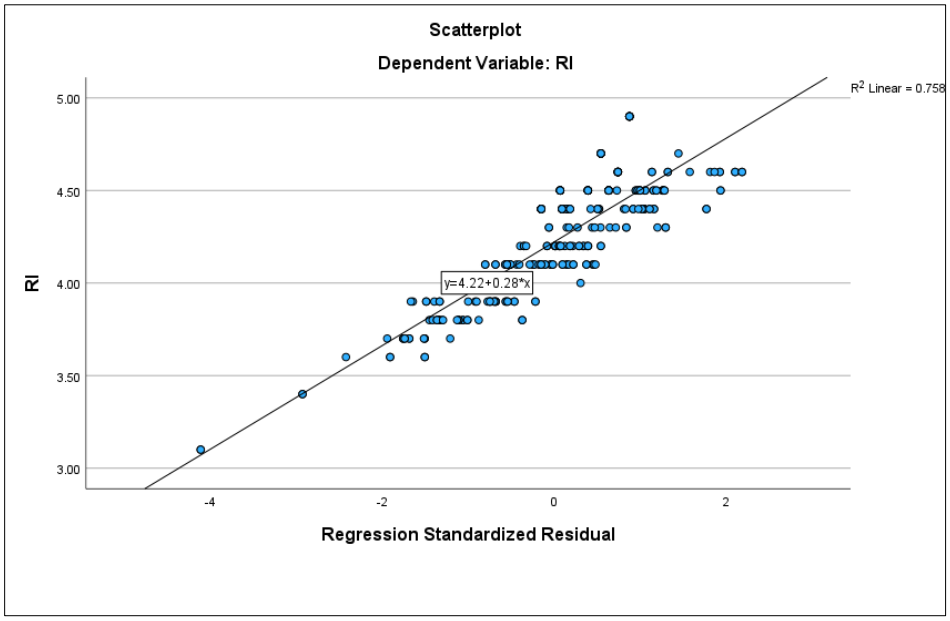



Figure 4.3 Constant Variance

### 4.3.5 Multicollinearity

Another essential multivariate assumption examined in this study is the absence of multicollinearity among the independent variables. Multicollinearity arises when predictor variables are highly correlated with one another, leading to difficulties in determining the unique contribution of each variable to the dependent variable. Severe multicollinearity can also distort the statistical significance of predictors, causing variables that should be significant to appear non-significant or even reversing the direction of their estimated path coefficients (Hair et al., 2019). Ensuring low multicollinearity is therefore crucial for the accuracy and interpretability of the structural model.

To assess this assumption, a full collinearity test was conducted. Following the guidelines of Kock and Lynn (2012), variance inflation factor (VIF) values should be equal to or below 5 to indicate the absence of problematic collinearity. Additionally, SPSS v30 was employed to examine tolerance and VIF statistics through regression-based diagnostics. As presented in Table 4.7, the tolerance values ranged from 0.453 to 0.844, which are well above the recommended threshold of 0.10, while the VIF values ranged from 1.184 to 2.359, falling below the commonly accepted cut-off of 3 (Hair et al., 2019; Pallant, 2013). These results collectively confirm that multicollinearity is not

a concern in this study, and the independent variables can be reliably interpreted within the structural model.

Table 4.7
Full Collinearity

| Model | | Unstandardised Coefficients | | Standardised Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.466 | .310 | | 4.723 | <.001 | | |
| | AT | .117 | .060 | .145 | 1.935 | .054 | .453 | 2.209 |
| | SN | .316 | .059 | .294 | 5.371 | <.001 | .844 | 1.184 |
| | PBC | .021 | .063 | .022 | .334 | .738 | .604 | 1.656 |
| | MV | .094 | .062 | .116 | 1.505 | .133 | .424 | 2.359 |
| | SM | .099 | .061 | .091 | 1.632 | .104 | .817 | 1.224 |

Dependent Variable: RI (Revisit Intention)
Note: AT – Attitude, SN – Subjective Norm, PBC – Perceived Behavioural Control, MV – Motivation, SM – Social Media

## 4.4 Common Method Variance

Given that the data in this study were collected from a single source, the potential issue of common method variance (CMV) warrants careful consideration, despite the procedural remedies implemented prior to questionnaire distribution. CMV is defined as the systematic error variance shared among variables measured using the same method or source (Richardson et al., 2009). This issue is particularly relevant in studies employing self-administered questionnaires, where both predictor and criterion variables are obtained from the same respondent, thereby increasing the risk of systematic bias and threatening construct validity (Podsakoff et al., 2016; Tehseen et al., 2017).

To address this concern, the study employed both procedural and statistical remedies. Among the statistical approaches, Harman's single-factor test was conducted to detect the presence of CMV. This test assesses whether a single factor emerges from an unrotated principal component analysis or whether one factor accounts for the majority of the covariance among the study variables (Podsakoff et al., 2003). If a dominant factor explains more than half of the total variance, the data may be affected by common method bias (Shou et al., 2014). The results of Harman's single-factor test, as presented in Appendix 5, indicated that the first factor accounted for 9.367% of the

total variance, well below the 50% threshold suggested by Chang et al. (2010). Thus, the findings suggest that CMV is unlikely to pose a serious threat in this study.

However, it is important to acknowledge that although Harman's single-factor test is widely used in social science research, it has limitations. Scholars have noted that the method is relatively insensitive and provides only a basic indication of whether CMV may be present, rather than offering a comprehensive assessment (Podsakoff et al., 2003; Tehseen et al., 2017). Despite these limitations, the results from this test provide reasonable confidence that CMV does not significantly compromise the validity of the study's findings. The result of the Harman Single-Factor test is presented in Appendix 5 (Harman Single-Factor Test).

## 4.5 Descriptive Analysis

For this study, data were gathered from the tourist who revisit the destination in Johor. A total of 350 questionnaires were distributed to respondents using Google Forms through QR code access and WhatsApp dissemination. The tourists were also reminded via follow-up phone calls and text messages. This increased the response rate (Uma Sekaran & Roger Bougie, 2010). Table 4.8 shown that 310 responses were collected, yielding an overall response rate of 88.6%. Following data screening procedures, 305 responses were retained for further analysis, while 5 responses were excluded due to straight-lining patterns. This resulted in a usable response rate of 98.4%.

Table 4.8
Summary of Questionnaire Distribution and Response Rate

| Item | Total Responses | Percentage (%) |
|---|---|---|
| Questionnaires Distributed | 350 | 100.00 |
| Responses Received | 310 | 88.60 |
| Useable Responses | 305 | 98.40 |
| Unusable Responses (Straight-Lining) | 5 | 1.60 |
| Overall Response Rate | | 88.60 |
| Rate of Useable Responses | | 98.40 |

A total of 310 responses were successfully collected across several key data collection locations within Johor. Table 4.9 summarises the distribution of responses by

location. Pantai Desaru contributed the highest proportion of responses (30.32%), followed by Paradigm Mall (21.94%) and Mid Valley (18.39%). Meanwhile, Toppen Shopping Centre and Legoland accounted for 15.48% and 13.87% of the responses, respectively. The variation in response distribution reflects differences in visitor concentration across these locations, whereby tourist hotspots such as Pantai Desaru and major shopping malls naturally attracted a higher number of respondents. Overall, the distribution pattern demonstrates a diverse and representative sample across multiple high-traffic areas, strengthening the validity of the data collected for this study.

Table 4.9
Distribution of Responses by Location

| Location | Number of Responses | Percentage (%) |
|---|---|---|
| Paradigm Mall | 68 | 21.94 |
| Pantai Desaru | 94 | 30.32 |
| Toppen Shopping Centre | 48 | 15.48 |
| Mid Valley Southkey | 57 | 18.39 |
| Legoland Malaysia | 43 | 13.87 |
| Total | 310 | 100.00 |

### 4.5.1 Profile of Respondents

A total of 305 usable responses were analysed for this study. The distribution breakdown of the profile of respondents for this study is shown in Table 4.10.

In terms of gender distribution, the sample comprised 23.6% male respondents and 76.4% female respondents, indicating a higher participation rate among females. With respect to age, majority of respondents (43.3%) were between 20 and 30 years old, followed by those aged 31 to 40 years (30.5%). Smaller proportions were observed among respondents aged 18 to 19 years (10.5%), 41 to 50 years (11.8%), and 51 to 60 years (3.9%).

Regarding marital status, slightly more than half of the respondents were single (53.1%), while 44.9% were married, and a minority (2.0%) were categorised as separated or single parents. In terms of race, the majority were Malay (63.0%), followed by Chinese (11.1%), Indian (9.8%), and respondents from other ethnic groups (16.1%). Most respondents reported having one to three dependents (83.0%), whereas 17.0% had between four and six dependents.

For education level, nearly half of the respondents (48.9%) held a bachelor's degree, 25.9% had a diploma, and 11.5% completed secondary school. Additionally, 10.8% possessed a master's degree, while a small number held a skills certificate (2.0%) or a PhD (1.0%). In terms of occupational position, 40.7% of respondents were executives, followed by those categorised under others (31.1%), non-executives (16.7%), professionals (9.2%), and general workers (2.3%).

Lastly, most respondents (72.8%) reported a total monthly household income below RM5,250, while the remaining 27.2% earned between RM5,251 and RM11,819. Overall, the demographic profile indicates that the sample predominantly consisted of young, educated, working adults with moderate household income levels.

Table 4.10
Demographic Profile of Respondents

| **Demographic** | **Frequencies** | **Percentage (%)** |
|---|---|---|
| Gender | | |
| Male | 72 | 23.60 |
| Female | 233 | 76.40 |
| Age | | |
| 18-19 years old | 32 | 10.50 |
| 20-30 years old | 132 | 43.30 |
| 31-40 years old | 93 | 30.50 |
| 41-50 years old | 36 | 11.80 |
| 51-60 years old | 12 | 3.90 |
| Marital Status | | |
| Single | 162 | 53.10 |
| Married | 137 | 44.90 |
| Separate/ Single parent | 6 | 2.00 |
| Race | | |
| Malay | 192 | 63.00 |
| Chinese | 34 | 11.10 |
| Indian | 30 | 9.80 |
| Others | 49 | 16.10 |
| Number of Dependents | | |
| 1-3 person | 253 | 83.00 |
| 4-6 person | 52 | 17.00 |

| Demographic | Frequencies | Percentage (%) |
|---|---|---|
| Education Level | | |
| School certificate | 35 | 11.50 |
| Skills certificate | 6 | 2.00 |
| Diploma | 79 | 25.90 |
| Degree | 149 | 48.90 |
| Master | 33 | 10.80 |
| PhD | 3 | 1.00 |
| Position/Occupational | | |
| General worker | 7 | 2.30 |
| Non-executive | 51 | 16.70 |
| Executive | 124 | 40.70 |
| Professional | 28 | 9.20 |
| Others | 95 | 31.10 |
| Total monthly household income | | |
| < RM5,250.00 | 222 | 72.80 |
| RM5,251.00-RM11,819.00 | 83 | 27.20 |

### 4.5.2 Descriptive Analysis of Instrument

Using IBM SPSS Statistics version 30, the descriptive statistics, including the mean, standard deviation, variance, minimum, and maximum values, were computed for all measurement items. A detailed summary of these descriptive results is presented in Appendix 6 (Descriptive Analysis of Each Indicator). Overall, the findings indicate that all constructs recorded relatively high mean values, reflecting generally positive responses from the participants.

Among the constructs, Motivation (MV) demonstrated the highest mean score (M = 4.3249), suggesting that respondents were strongly motivated in relation to the factors measured in this study. This was closely followed by Attitude (AT) with a mean of 4.3207, indicating a similarly favourable disposition among respondents. The construct of Perceived Behavioural Control (PBC) also showed a high mean value (M = 4.2856), reflecting a strong sense of control perceived by participants regarding revisit behaviour. In addition, social media (SM) recorded a mean of 4.2656, illustrating respondents' positive engagement with social media in influencing their travel-related decisions.

Meanwhile, Revisit Intention (RI) yielded a mean of 4.2223, indicating a generally high intention among tourists to revisit destinations within Johor. Finally, Subjective Norm (SN) recorded the lowest mean score among the constructs, although still high (M = 4.2210), suggesting that social influence played a comparatively lesser yet still positive role in shaping respondents' revisit intentions.

## 4.6 Model Assessment

The research model in this study was examined using Smart-PLS version 4.1.1.4 (Ringle et al., 2022). Following the two-step approach recommended by Anderson and Gerbing (1988), the measurement models were first evaluated to ensure their psychometric properties before assessing the structural model. The PLS algorithm was configured with a path weighting scheme and a maximum of 300 iterations. To determine the significance of indicator loadings, weights, standard errors, and structural path coefficients, a bootstrapping procedure with 10,000 resamples was employed. This analysis utilised the bias-corrected and accelerated (BCa) bootstrap confidence interval method and a one-tailed test at a significance level of 0.05, in accordance with the guidelines of Ramayah et al. (2018).

## 4.7 Assessment of Measurement Model

The assessment of the measurement model is a crucial step in establishing the quality and credibility of the constructs employed in this study. As the research model comprises exclusively reflective constructs, the evaluation focused on three key psychometric properties. They are internal consistency reliability, convergent validity and discriminant validity. Internal consistency reliability ensures that the items within each construct consistently measure the same underlying concept, while convergent validity examines the extent to which the indicators adequately represent their respective constructs. Discriminant validity, on the other hand, verifies that each construct is empirically distinct from the others within the model. Conducting these assessments is essential for confirming that the measurement model performs satisfactorily before proceeding to evaluate the structural relationships among the variables.

## 4.8 Assessment of the Reflective Measurement Model

### 4.8.1 Estimates of Loadings and Significance

The first evaluation undertaken by the researcher involved assessing the outer loadings of the measurement items. As presented in Table 4.11, all retained items demonstrated acceptable indicator reliability, with loading values ranging from 0.602 for item AT1 to 0.807 for item PBC6. These results fall within the recommended threshold for establishing indicator reliability, as suggested by Hair et al. (2019). During this assessment, seven items were removed due to insufficient loading values. The items excluded from further analysis were MV9, PBC1, PBC3, PBC5, PBC10, SM1, and SM10. The removal of these items was necessary to enhance the overall reliability and validity of the measurement model.

### 4.8.2 Indicator Reliability

The second assessment carried out in this study involved evaluating internal consistency reliability using Cronbach's Alpha (α). As presented in Table 4.11, the Cronbach's Alpha (α) values ranged from 0.802 to 0.916, thereby exceeding the recommended minimum threshold of 0.7 suggested by Hair et al. (2010). Although Cronbach's Alpha (α) is widely applied, scholars have debated its accuracy as a reliability measure. Some researchers argue that Cronbach's Alpha (α) may underestimate the true reliability of constructs, as noted by Hair et al. in 2017. In response to these limitations, McNeish in 2018 recommended to use the Composite Reliability (CR) index as a more robust indicator of internal consistency.

### 4.8.3 Composite Reliability

Composite reliability was subsequently assessed to evaluate the internal consistency of each construct. Internal consistency reflects the degree to which the items intended to measure a particular construct produce consistent and stable results (Hair et al., 2017). Chin (1998) argues that composite reliability offers a more rigorous and informative estimate of reliability compared to the traditional Cronbach alpha, as it considers the actual contribution of each indicator to the construct. This view is

supported by Fornell and Larcker (1981) who emphasise that composite reliability provides a more accurate representation of construct measurement. In this study, internal consistency reliability was therefore examined using composite reliability rather than relying solely on Cronbach's alpha. Unlike Cronbach's alpha, composite reliability does not assume that all indicators have equal loadings (Hair et al., 2017). Composite reliability values range from 0 to 1, where values should not fall below 0.6 as suggested by Henseler et al. (2009). However, the recommended and widely accepted threshold is a value of 0.7 or higher (Hair et al., 2017; Reinartz et al., 2009). As shown in Table 4.11, the composite reliability values for all reflective constructs fall between zero 0.858 and 0.927, surpassing the minimum recommended threshold of zero point seven (Hair et al., 2022). These results provide strong evidence that the reflective measures in this study demonstrate satisfactory internal consistency reliability.

### 4.8.4 Convergent Average Variance Extracted (AVE)

Convergent validity refers to the extent to which indicators that are designed to measure the same construct are theoretically related and move in the same direction (Henseler et al., 2009). In essence, convergent validity demonstrates the degree to which individual items accurately represent their respective constructs when compared to items associated with different constructs (Urbach & Ahlemann, 2010). According to Hair et al. (2017), this form of validity is concerned with the strength of the correlation among indicators that are intended to measure a common concept.

In this study, convergent validity was assessed through the examination of the Average Variance Extracted (AVE) and the outer loadings of the indicators. The AVE is an important criterion because it reflects the proportion of variance in each indicator that is captured by the underlying latent construct. To establish adequate convergent validity, an AVE value of more than 0.50 is recommended, indicating that the construct explains at least 50% of the variance in its indicators (Ramayah et al., 2018).

Using the PLS Algorithm in Smart-PLS version 4.1.1.4, the AVE values for all constructs were generated and are presented in Table 4.11. All constructs exceeded the minimum threshold of 0.50, consistent with the recommendations of Hair et al. (2012) and Henseler et al. (2009). The construct Perceived Behavioural Control recorded the lowest AVE value at 0.504, followed by Social Media at 0.510, Motivation at 0.511, Attitude at 0.544, Subjective Norm at 0.561and Revisit Intention at 0.567.

Collectively, these results confirm that the measurement model demonstrates satisfactory convergent validity, as each construct explains an adequate proportion of variance in its respective indicators.

Table 4.11
Measurement Model

| Construct | Items | Loadings | VIF | CA | AVE | CR |
|---|---|---|---|---|---|---|
| | | **>0.40** | **<0.50** | **>0.70** | **>0.50** | **>0.70** |
| RI | RI1 | 0.718 | 2.010 | 0.904 | 0.567 | 0.921 |
| | RI2 | 0.732 | 2.371 | | | |
| | RI3 | 0.704 | 1.876 | | | |
| | RI4 | 0.683 | 2.156 | | | |
| | RI5 | 0.740 | 2.045 | | | |
| | RI6 | 0.757 | 2.315 | | | |
| | RI7 | 0.734 | 2.153 | | | |
| | RI8 | 0.762 | 2.272 | | | |
| | RI9 | 0.760 | 2.746 | | | |
| | RI10 | 0.735 | 2.115 | | | |
| AT | AT1 | 0.602 | 1.598 | 0.906 | 0.544 | 0.922 |
| | AT2 | 0.718 | 2.580 | | | |
| | AT3 | 0.788 | 2.290 | | | |
| | AT4 | 0.747 | 2.119 | | | |
| | AT5 | 0.793 | 2.417 | | | |
| | AT6 | 0.720 | 2.224 | | | |
| | AT7 | 0.763 | 3.226 | | | |
| | AT8 | 0.715 | 2.007 | | | |
| | AT9 | 0.761 | 3.662 | | | |
| | AT10 | 0.749 | 2.302 | | | |
| PBC | PBC2 | 0.656 | 1.476 | 0.802 | 0.504 | 0.858 |
| | PBC4 | 0.633 | 1.461 | | | |
| | PBC6 | 0.807 | 2.111 | | | |
| | PBC7 | 0.685 | 1.470 | | | |
| | PBC8 | 0.719 | 1.519 | | | |
| | PBC9 | 0.745 | 1.678 | | | |
| SN | SN1 | 0.804 | 2.540 | 0.912 | 0.561 | 0.927 |
| | SN2 | 0.764 | 2.126 | | | |
| | SN3 | 0.793 | 2.601 | | | |
| | SN4 | 0.779 | 2.344 | | | |

| Construct | Items | Loadings | VIF | CA | AVE | CR |
|---|---|---|---|---|---|---|
| | SN5 | 0.756 | 2.107 | | | |
| | SN6 | 0.741 | 2.283 | | | |
| | SN7 | 0.771 | 2.521 | | | |
| | SN8 | 0.608 | 1.514 | | | |
| | SN9 | 0.724 | 2.478 | | | |
| | SN10 | 0.729 | 2.295 | | | |
| MV | MV1 | 0.705 | 1.589 | 0.881 | 0.511 | 0.904 |
| | MV2 | 0.725 | 2.039 | | | |
| | MV3 | 0.719 | 2.212 | | | |
| | MV4 | 0.679 | 2.054 | | | |
| | MV5 | 0.718 | 2.208 | | | |
| | MV6 | 0.791 | 2.349 | | | |
| | MV7 | 0.743 | 2.115 | | | |
| | MV8 | 0.730 | 1.910 | | | |
| | MV10 | 0.611 | 1.530 | | | |
| SM | SM2 | 0.739 | 1.749 | 0.863 | 0.510 | 0.893 |
| | SM3 | 0.723 | 2.008 | | | |
| | SM4 | 0.683 | 1.844 | | | |
| | SM5 | 0.708 | 1.969 | | | |
| | SM6 | 0.716 | 2.001 | | | |
| | SM7 | 0.682 | 1.794 | | | |
| | SM8 | 0.724 | 1.865 | | | |
| | SM9 | 0.735 | 2.024 | | | |

Note: Items MV9, PBC1, PBC3, PBC5, PBC10, MV1 and MV9 were deleted due to loadings.

### 4.8.5 Discriminant Validity

The next stage in evaluating the measurement model involves establishing discriminant validity. Discriminant validity refers to the extent to which a construct is truly distinct from other constructs, both conceptually and empirically. In other words, it indicates whether the indicators used in the study appropriately measure their respective constructs without overlapping with indicators of other constructs (Ramayah et al., 2018). In this study, discriminant validity was assessed using two primary approaches, namely the Fornell and Larcker criterion as well as the Heterotrait-Monotrait (HTMT) ratio, as recommended by Henseler et al. (2015). Cross-loadings were also examined to further support the assessment.

The first method applied was the Fornell and Larcker (1981) criterion, which examines discriminant validity by comparing the square root of each construct's Average Variance Extracted (AVE) with its correlations with other constructs. According to this criterion, discriminant validity is established when the square root of the AVE exceeds the corresponding inter-construct correlations. As shown in Table 4.12, the square roots of the AVE, displayed on the diagonal of the correlation matrix in bold and italic format, are greater than the correlations among most of the latent variables. Apart from one construct, the results confirm that the constructs in this study are empirically distinct and therefore satisfy the Fornell and Larcker requirement for discriminant validity.

Although widely used, the Fornell and Larcker approach has been criticised for its limited sensitivity in detecting discriminant validity issues, particularly in simulated and applied research settings (Henseler et al., 2015). In response to this limitation, they introduced the Heterotrait-Monotrait ratio as a more robust alternative. The HTMT assesses discriminant validity by evaluating the ratio of correlations across constructs relative to correlations within the same construct. A value lower than 0.85, as recommended by Kline (2011) or the more lenient threshold of 0.90, indicates acceptable discriminant validity. Based on the results presented in Table 4.13, all HTMT values fall below the recommended threshold, demonstrating that all constructs in this study fulfil the HTMT criterion. Therefore, the findings provide strong evidence that the constructs are conceptually distinct and meet the required standards for discriminant validity.

In addition to these methods, cross-loadings were examined to provide further support. Discriminant validity is achieved when an indicator loads more strongly on its intended construct than on any other construct (Hair et al., 2015). As shown in Table 4.14, all indicators exhibit higher outer loadings on their respective constructs compared to their loadings on other constructs. None of the indicators demonstrated problematic cross-loadings, thereby further affirming that discriminant validity has been adequately established.

Collectively, the results from the Fornell and Larcker criterion, the HTMT ratio, and the cross-loading assessment confirm that the measurement model demonstrates satisfactory discriminant validity. This ensures that each construct is uniquely represented by its indicators and supports the reliability of subsequent structural analyses.

Table 4.12
Discriminant Validity - Fornell & Larker Criterion

| | **AT** | **MV** | **PBC** | **RI** | **SM** | **SN** |
|---|---|---|---|---|---|---|
| AT | *0.737* | | | | | |
| MV | 0.352 | *0.715* | | | | |
| PBC | 0.481 | 0.341 | *0.710* | | | |
| RI | 0.519 | 0.467 | 0.401 | *0.753* | | |
| SM | 0.544 | 0.392 | 0.437 | 0.460 | *0.714* | |
| SN | 0.567 | 0.503 | 0.309 | 0.733 | 0.509 | *0.749* |

Note: Values in *Italic* represent square root (√) of AVE

Table 4.13
Discriminant Validity - HTMT

| | **AT** | **MV** | **PBC** | **RI** | **SM** | **SN** |
|---|---|---|---|---|---|---|
| AT | | | | | | |
| MV | 0.379 | | | | | |
| PBC | 0.566 | 0.388 | | | | |
| RI | 0.563 | 0.497 | 0.462 | | | |
| SM | 0.620 | 0.438 | 0.530 | 0.510 | | |
| SN | 0.614 | 0.546 | 0.363 | 0.822 | 0.559 | |

Table 4.14
Discriminant Validity - HTMT

| | **AT** | **MV** | **PBC** | **RI** | **SM** | **SN** |
|---|---|---|---|---|---|---|
| AT1 | 0.602 | 0.297 | 0.311 | 0.284 | 0.314 | 0.297 |
| AT2 | 0.718 | 0.244 | 0.440 | 0.385 | 0.425 | 0.432 |
| AT3 | 0.788 | 0.265 | 0.388 | 0.449 | 0.364 | 0.465 |
| AT4 | 0.747 | 0.246 | 0.302 | 0.306 | 0.446 | 0.389 |
| AT5 | 0.793 | 0.245 | 0.366 | 0.453 | 0.358 | 0.468 |
| AT6 | 0.720 | 0.179 | 0.302 | 0.312 | 0.485 | 0.412 |
| AT7 | 0.763 | 0.283 | 0.299 | 0.438 | 0.423 | 0.436 |
| AT8 | 0.715 | 0.205 | 0.369 | 0.346 | 0.395 | 0.411 |
| AT9 | 0.761 | 0.368 | 0.368 | 0.414 | 0.393 | 0.390 |
| AT10 | 0.749 | 0.257 | 0.397 | 0.370 | 0.451 | 0.454 |
| MV1 | 0.298 | 0.705 | 0.361 | 0.433 | 0.363 | 0.503 |
| MV2 | 0.164 | 0.725 | 0.144 | 0.347 | 0.171 | 0.352 |
| MV3 | 0.190 | 0.719 | 0.175 | 0.227 | 0.214 | 0.296 |
| MV4 | 0.174 | 0.679 | 0.169 | 0.196 | 0.206 | 0.307 |
| MV5 | 0.213 | 0.718 | 0.171 | 0.311 | 0.263 | 0.327 |

| | AT | MV | PBC | RI | SM | SN |
|---|---|---|---|---|---|---|
| MV6 | 0.326 | 0.791 | 0.244 | 0.379 | 0.301 | 0.404 |
| MV7 | 0.213 | 0.743 | 0.186 | 0.284 | 0.195 | 0.357 |
| MV8 | 0.315 | 0.730 | 0.216 | 0.343 | 0.270 | 0.277 |
| MV10 | 0.288 | 0.611 | 0.419 | 0.349 | 0.441 | 0.322 |
| PBC2 | 0.321 | 0.124 | 0.656 | 0.259 | 0.367 | 0.207 |
| PBC4 | 0.311 | 0.245 | 0.633 | 0.222 | 0.332 | 0.199 |
| PBC6 | 0.387 | 0.161 | 0.807 | 0.301 | 0.329 | 0.230 |
| PBC7 | 0.370 | 0.219 | 0.685 | 0.276 | 0.282 | 0.214 |
| PBC8 | 0.321 | 0.320 | 0.719 | 0.314 | 0.312 | 0.247 |
| PBC9 | 0.342 | 0.359 | 0.745 | 0.317 | 0.261 | 0.216 |
| RI1 | 0.405 | 0.407 | 0.395 | 0.718 | 0.368 | 0.540 |
| RI2 | 0.425 | 0.390 | 0.334 | 0.732 | 0.398 | 0.545 |
| RI3 | 0.429 | 0.386 | 0.340 | 0.704 | 0.423 | 0.520 |
| RI4 | 0.331 | 0.227 | 0.167 | 0.683 | 0.328 | 0.505 |
| RI5 | 0.366 | 0.297 | 0.400 | 0.740 | 0.389 | 0.620 |
| RI6 | 0.343 | 0.338 | 0.198 | 0.757 | 0.397 | 0.598 |
| RI7 | 0.430 | 0.392 | 0.313 | 0.734 | 0.302 | 0.523 |
| RI8 | 0.346 | 0.301 | 0.244 | 0.762 | 0.264 | 0.533 |
| RI9 | 0.349 | 0.363 | 0.291 | 0.760 | 0.236 | 0.557 |
| RI10 | 0.375 | 0.309 | 0.221 | 0.735 | 0.248 | 0.560 |
| SM2 | 0.423 | 0.227 | 0.368 | 0.415 | 0.739 | 0.409 |
| SM3 | 0.337 | 0.287 | 0.241 | 0.308 | 0.723 | 0.381 |
| SM4 | 0.430 | 0.369 | 0.377 | 0.322 | 0.683 | 0.352 |
| SM5 | 0.329 | 0.303 | 0.253 | 0.291 | 0.708 | 0.407 |
| SM6 | 0.440 | 0.244 | 0.431 | 0.269 | 0.716 | 0.262 |
| SM7 | 0.366 | 0.214 | 0.198 | 0.298 | 0.682 | 0.335 |
| SM8 | 0.381 | 0.302 | 0.354 | 0.344 | 0.724 | 0.313 |
| SM9 | 0.397 | 0.298 | 0.264 | 0.339 | 0.735 | 0.424 |
| SN1 | 0.502 | 0.453 | 0.290 | 0.646 | 0.458 | 0.804 |
| SN2 | 0.444 | 0.375 | 0.167 | 0.591 | 0.347 | 0.764 |
| SN3 | 0.547 | 0.351 | 0.245 | 0.596 | 0.479 | 0.793 |
| SN4 | 0.458 | 0.372 | 0.086 | 0.578 | 0.332 | 0.779 |
| SN5 | 0.405 | 0.269 | 0.326 | 0.553 | 0.403 | 0.756 |
| SN6 | 0.306 | 0.378 | 0.125 | 0.515 | 0.286 | 0.741 |
| SN7 | 0.472 | 0.379 | 0.314 | 0.626 | 0.500 | 0.771 |
| SN8 | 0.290 | 0.340 | 0.299 | 0.427 | 0.174 | 0.608 |
| SN9 | 0.349 | 0.420 | 0.280 | 0.555 | 0.409 | 0.724 |
| SN10 | 0.424 | 0.429 | 0.185 | 0.510 | 0.348 | 0.729 |

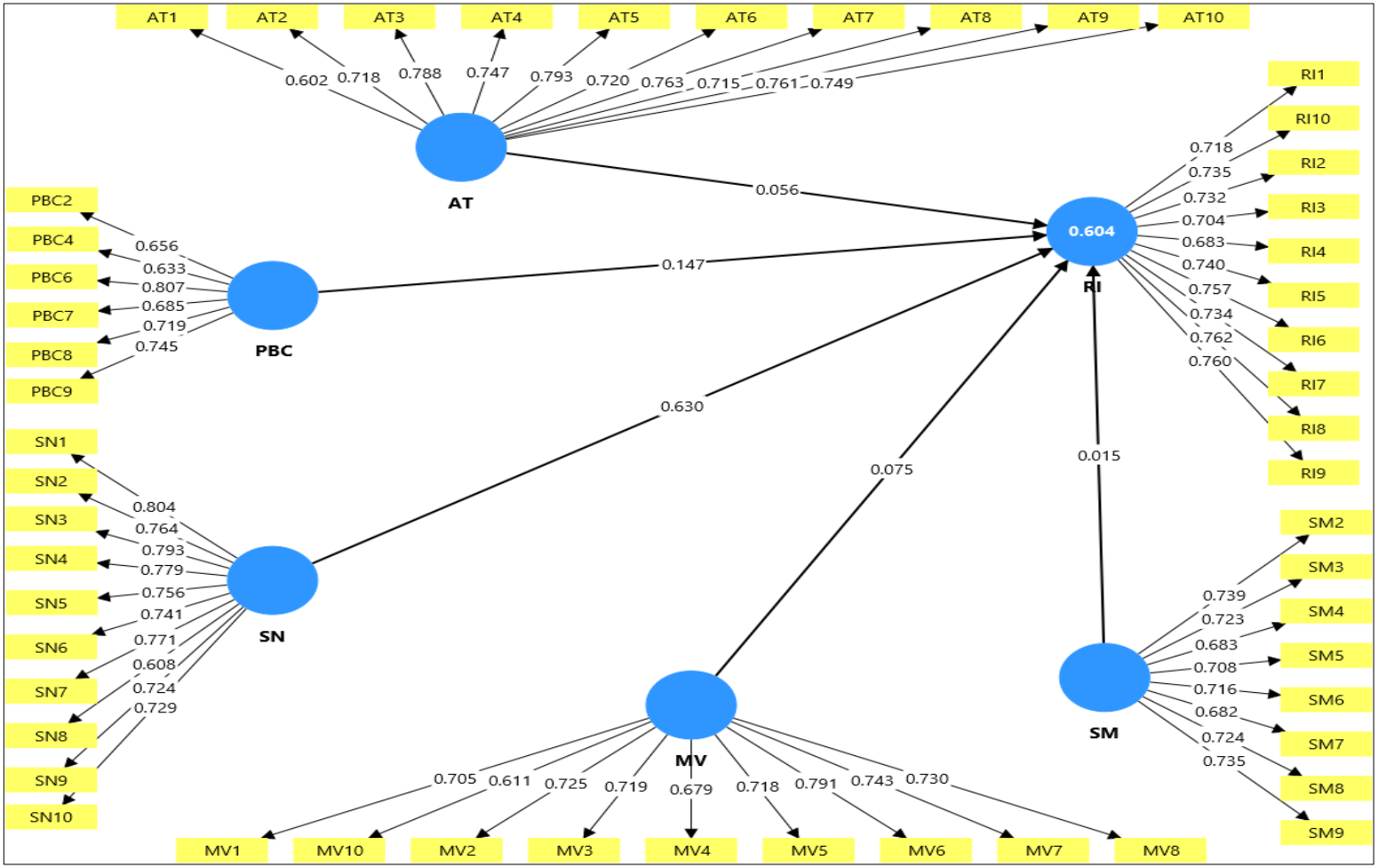



Figure 4.4 Summary of Measurement Model

## 4.9 Assessment of Structural Model

The evaluation of the structural model centres on examining the inner model relationships to determine how well the proposed theoretical framework is supported by the data. This stage involves several key assessments, including checks for lateral collinearity, the coefficient of determination ($R^2$), the magnitude and significance of the structural path coefficients, the effect sizes of the exogenous constructs, and the model's predictive relevance (Hair et al., 2019; Ramayah et al., 2018). To assess the significance of the hypothesised relationships, this study employed a bootstrapping procedure with 10,000 subsamples, using a one-tailed test and bias-corrected and accelerated (BCa) confidence intervals. The analysis reports the path coefficients alongside their corresponding t-values, p-values, and standard errors.

Given the well-known limitations of relying solely on p-values, particularly their sensitivity to sample size, this study adopts a more comprehensive approach to hypothesis testing. In line with recommendations by Hahn and Ang (2017), the interpretation of results incorporates multiple criteria, including confidence intervals, t-statistics and effect sizes ($f^2$). This combined evaluation provides a more robust assessment of the theoretical relationships and strengthens the credibility of the structural model's findings.

### 4.9.1 Collinearity (VIF)

Hair et al. (2015) emphasise that assessing collinearity is an essential first step when evaluating a structural model. This is particularly important because PLS-SEM relies on ordinary least squares regressions, which are analogous to traditional multiple linear regression models and are therefore susceptible to collinearity issues. In this study, multicollinearity checks were already performed during the data screening process to ensure the robustness of the model. The evaluation of the structural model began by examining the possibility that collinearity between the predictor and criterion variables might influence the results, as recommended by Kock and Lynn (2012). The variance inflation factor (VIF) values for all predictor constructs ranged from 1.424 to 1.871, which is well below the commonly accepted threshold value of 5 suggested by Hair et al. (2011). These findings indicate that collinearity is not a concern in this model,

and the relationships can therefore be interpreted without the risk of inflated or biased estimates.

### 4.9.2 Direct Relationships

Bootstrapping was employed to evaluate the significance of each structural path and to determine whether the proposed hypotheses were supported. This resampling technique is widely used in PLS analysis as a nonparametric method, where repeated random samples are drawn with replacement from the original dataset to generate bootstrap estimates and obtain stable standard errors for hypothesis testing. Following the guidelines outlined by (Hair et al., 2019), this study applied a resampling procedure with 10,000 bootstrap samples, relying on a one-tailed test to assess the magnitude and significance of the structural paths. The analysis reports the path coefficients together with their associated standard errors, t-values that exceed the recommended cut-off point of 1.645 ($t > 1.645$) and p-values that fall below the significance level of 0.01 ($p < 0.01$) (Ramayah et al., 2018). A summary of the evaluation criteria used to assess the hypothesised relationships is provided in Table 4.15.

Table 4.15
Hypothesis Testing Direct Relationship

| Hypothesis | Relationship | Beta | Std Error | T Values | P Values | BCI LL | BCI UL | VIF | Effect Size | | $R^2$ | Decision |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | $f^2$ | Effect type | | |
| HI | AT -> RI | 0.056 | 0.079 | 0.711 | 0.239 | -0.069 | 0.190 | 1.871 | 0.004 | Small effect | 0.595 | Not Supported |
| H2 | SN -> RI | 0.630 | 0.061 | 10.376 | <.001 | 0.527 | 0.725 | 1.839 | 0.546 | Medium | | Supported |
| H3 | PBC -> RI | 0.147 | 0.070 | 2.100 | 0.018 | 0.027 | 0.255 | 1.424 | 0.038 | Medium | | Supported |
| H4 | MV -> RI | 0.175 | 0.054 | 1.772 | 0.045 | 0.103 | 0.167 | 1.429 | 0.010 | Small effect | | Supported |

The effect of the four predictors on RI was tested, with an $R^2$ of 0.595, which shows that all four predictors explained 59.5% of the variance in RI. SN ($\beta = 0.630$, $p<0.01$), PBC ($\beta = 0.147$, $p<0.01$) and MV ($\beta = 0.175$, $p< 0.01$) are positively related to RI; thus, H2, H3 and H4 are supported. Even H1 ($\beta = 0.056$, $p< 0.01$) is not supported because the t-value is smaller than the recommended cut-off points of 1.645, H1 ($t = 0.711$).

## 4.10 Assessment of Moderation Analysis

After examining the direct effects within the structural model, the analysis proceeded to evaluate the moderation hypothesis. A moderator refers to a third variable that has the capacity to influence, strengthen, or weaken the relationship between an independent variable and a dependent variable, as described by Dawson (2014) and Hair et al. (2015). In this study, the moderating construct is measured on a continuous scale, and the moderation analysis was carried out using the Smart-PLS version 4.1.1.4 software. This approach allows for a more nuanced understanding of how the moderating variable shapes the dynamics between the key constructs in the model.

### 4.10.1 Significance of the Moderation Effect

The first part of the moderation analysis was identifying the significant of the moderating effects. In this study, social media (SM) is the moderator in the relationship between subjective norm (SN) and motivation (MV) with revisit intention (RI). The significant of the moderating effect was assessed using Beta (β) value, t-value, p-value and confidence interval. This study hypothesised that:

H5: The positive relationship between subjective norm (SN) and tourist revisit intention (RI) will be stronger when social media (SM) is higher

H6: The positive relationship between motivation (MV) and tourist revisit intention (RI) will be stronger when social media (SM) is higher

To determine the significance of the interaction, a bootstrapping procedure was conducted. The results, as shown in Table 4.16, reveal that the interaction term only for

social media moderated subjective norm is statistically significant with a β = 0.371, t-value = 4.607, p-value = 0.000 and the confidence interval ranges from 0.237 to 0.538 for the one-tailed test. Consequently, the moderation hypothesis (H5) is supported. While hypothesis 6 (H6) is not supported because negatively on β value (β = -0.041) and the confidence interval ranges from -0.106 to 0.032.

Table 4.16
Moderation Model Assessment

| Hypothesis | | Std Beta | Std. Dev | t-value | p-value | BCI LL | BCI UL |
|---|---|---|---|---|---|---|---|
| H5 | SM*SN-> RI | 0.371 | 0.091 | 4.607 | 0.000 | 0.237 | 0.538 |
| H6 | SM*MV-> RI | -0.041 | 0.042 | 0.969 | 0.166 | -0.106 | 0.032 |

### 4.10.2 Strength of the Moderation Effect

The moderation analysis was carried out using the Orthogonalisation Approach proposed by Henseler and Chin (2010). This technique expands on the indicators approach by generating all product indicators required to form the interaction terms, as recommended by Ramayah et al. (2018). In this study, the interaction term representing the moderating influence of social media (SM) was created by combining the indicators of subjective norm (SN) and motivation (MV) with revisit intention (RI). The coefficient of determination for the main model, which excluded the interaction term, was recorded at 0.604. When the interaction term was added, the coefficient of determination increased to 0.616. This difference of 0.012 reflects an additional explained variance of approximately 1.2%, indicating the contribution of the moderating construct to the overall model. Subsequently, the effect size was calculated using the appropriate formula to determine the magnitude of this moderation effect.

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

$$= \frac{0.616-0.604}{1-0.616}$$

$$= 0.031$$

Figure 4.5 The Formula for Effect Size

According to the guideline, proposed by Kenny and Little (2016) values of 0.005, 0.01 and 0.025 indicate small, medium and large effect sizes, respectively. Shows that the moderating effects value was 0.031. The $R^2$ value for the model excluding SM as moderator is 0.604, while $R^2$ value for the model including moderating is 0.616. the effect size is 0.031 calculated using the formula shown the Figure 4.5 above. Based on the calculated value, Table 4.17 shows the interaction effect can therefore be interpreted as large.

Table 4.17
Effect Size

| **R-squared** | | | |
|---|---|---|---|
| **Social media Excluded** | **Social media Included** | **f-squared** | **Effect size** |
| 0.064 | 0.616 | 0.031 | Large |

### 4.10.3 Simple Slope of the Moderation Effect

Next, following Dawson's (2014) recommendation, the interaction effect of social media (SM) was plotted to better illustrate how the moderator influences the relationship between subjective norm (SN) and revisit intention (RI). The plot illustrated two lines representing the interaction between SN and RI at two levels, which are low SM (solid line) and high SM (dashed line). As presented in Figure 4.6, the line representing high initial trust shows a noticeably steeper slope compared to the line for low initial trust. This pattern suggests that the positive relationship between SN and RI becomes stronger when SM is high. This establishes that H5 is supported.

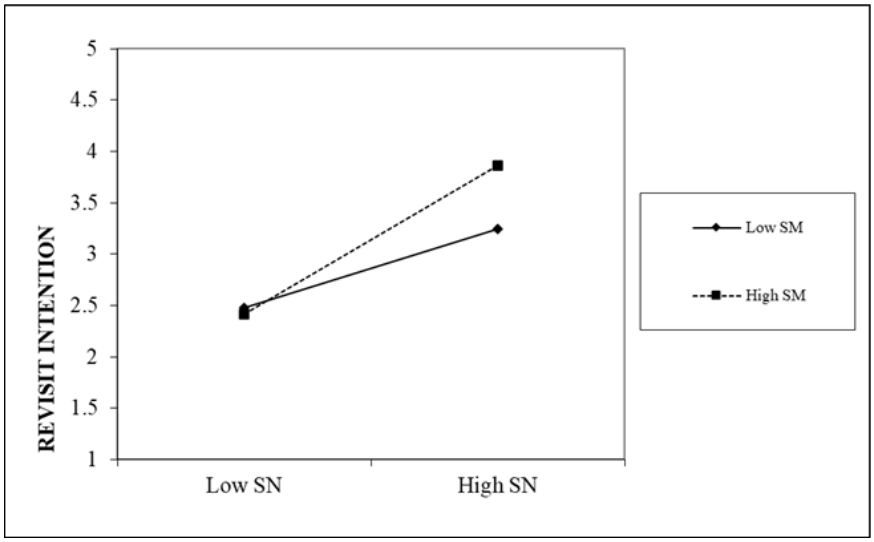



Figure 4.6 Interaction Plot

### 4.10.4 Predictive Power Assessment

In the preceding subsections, the reported $R^2$ and $f^2$ values reflected the model's in-sample predictive capability, commonly referred to as its explanatory power. This section extends the assessment to the model's out-of-sample predictive performance using PLS-predict, a holdout sample procedure that generates case-level predictions for the constructs (Shmueli et al., 2016). For this study, the dataset was partitioned into 10 folds ($k$ = 10), and each computation was repeated 10 times ($r$ = 10), following recommendations for sample sizes exceeding 200 (Ringle et al., 2022). The RMSE statistic was employed to quantify prediction errors (Shmueli et al., 2019), with the primary focus placed on the model's key endogenous construct, tourists' revisit intention (Hair et al., 2019).

Table 4.18
Rules of Thumb of PLS Predict

| No | Comparisons | Results |
|---|---|---|
| 1 | If the RMSE values of each indicator in the PLS-SEM analysis are lower than those of the naïve LM benchmark (all negative). | High predictive power |
| 2 | If the RMSE values of each indicator in the PLS-SEM analysis are majority or the same as those of the naïve LM benchmark (majority negative). | Medium predictive power |
| 3 | If the RMSE values of each indicator in the PLS-SEM analysis are minority than those of the naïve LM benchmark (majority positive). | Low predictive power |
| 4 | If none the RMSE values of each indicator in the PLS-SEM analysis are lower than those of the naïve LM benchmark (all positive). | No predictive power |

In addition, the prediction errors obtained from the PLS-SEM analysis (i.e., RMSE values) were compared against those produced by a naïve linear model benchmark across all indicators of organisational resilience. According to Shmueli et al. (2019), higher prediction errors in PLS-SEM relative to the naïve benchmark indicate weaker predictive performance. Consequently, if PLS-SEM yields larger errors for all indicators, the model is considered to lack predictive power. Conversely, if the PLS-SEM errors exceed the benchmark for most indicators, for a smaller subset of indicators, or for none of the indicators, the model may be judged as having low, medium, or high predictive power, respectively (Hair et al., 2019). As shown in Table 4.19, the results reveal that PLS-SEM produced lower prediction errors than the naïve linear benchmark for every indicator of revisit intention. This confirms that the research model demonstrates a high level of predictive power.

Table 4.19
Predictive Power Assessment

| | **$Q^2$ predict** | **PLS-SEM_RMSE** | **LM_RMSE** | **PLS-LM RMSE** |
|---|---|---|---|---|
| RI1 | 0.340 | 0.504 | 0.521 | -0.017 |
| RI2 | 0.319 | 0.569 | 0.619 | -0.050 |
| RI3 | 0.295 | 0.543 | 0.573 | -0.030 |
| RI4 | 0.210 | 0.569 | 0.609 | -0.040 |
| RI5 | 0.388 | 0.561 | 0.570 | -0.009 |
| RI6 | 0.323 | 0.542 | 0.676 | -0.134 |
| RI7 | 0.279 | 0.579 | 0.619 | -0.040 |
| RI8 | 0.257 | 0.566 | 0.660 | -0.094 |
| RI9 | 0.306 | 0.567 | 0.685 | -0.118 |
| RI10 | 0.285 | 0.558 | 0.666 | -0.108 |

## 4.11 Summary of Hypotheses Testing

Table 4.20 provides a summary of all the hypothesised relationships examined in this study, together with the corresponding results obtained from the various statistical techniques employed. Thus, this study supports 4 hypothesis H2, H3, H4, and H5 while H1 and H6 were not supported

Table 4.20
Summary of Hypotheses

| Research Question | Hypotheses | Statement of Hypotheses | Decision |
|---|---|---|---|
| RQ1 | H1 | There is a significant relationship between attitude (AT) and tourist revisit intention (RI) to Johor. | Not Supported |
| RQ2 | H2 | There is a significant relationship between perceived behaviour control (PBC) and tourist revisit intention (RI) to Johor. | Supported |
| RQ3 | H3 | There is a significant relationship between subjective norm (SN) and tourist revisit intention (RI) to Johor. | Supported |
| RQ4 | H4 | There is a significant relationship between motivation (MV) and tourist revisit intention (RI) to Johor. | Supported |
| RQ5 | H5 | The positive relationship between subjective norm (SN) and tourist revisit intention (RI) will be stronger when social media (SM) is higher. | Supported |
| RQ6 | H6 | The positive relationship between motivation (MV) and tourist revisit intention (RI) will be stronger when social media (SM) is higher. | Not Supported |

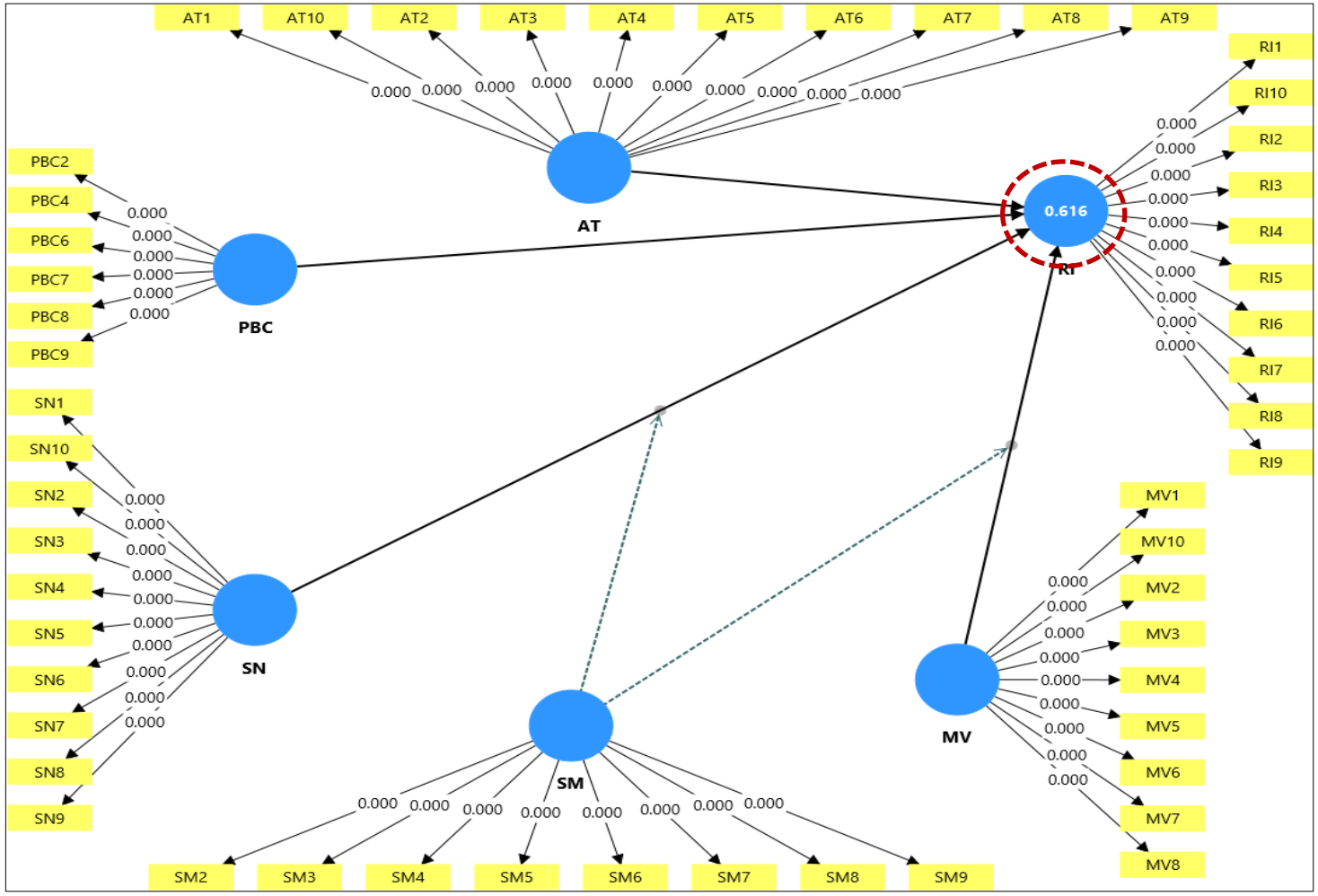



Figure 4.7 Summary of Structural Model

## 4.12 Chapter Summary

The earlier sections of this chapter presented the quantitative analyses conducted on the data collected through survey questionnaires administered to tourists regarding their intention to revisit destinations in Johor. The chapter began by outlining the response rate, after which the dataset underwent several screening procedures, including checks for missing values, detection of outliers, assessment of normality, and evaluation of multicollinearity. This was followed by a descriptive analysis of the respondents' profiles. Subsequently, the chapter detailed the assessment of the measurement model, path model, and structural model using PLS-SEM. Finally, the results of the hypothesis testing, based on the evaluation of the inner model, were presented and discussed.

# CHAPTER 5
# DISCUSSION AND CONCLUSION

## 5.1 Preamble

This chapter presents and interprets the findings of the study in a comprehensive manner. It begins with a brief restatement of the research objective, research questions, theoretical foundation and contextual background to set the stage for the ensuing discussion. The chapter then offers an in-depth analysis of the results, highlighting their theoretical significance and practical contributions within the field. In addition, the study's limitations are acknowledged to provide a transparent understanding of its scope and boundaries, followed by several recommendations that may guide future research in related areas. The chapter concludes with a concise summary that integrates the key insights and closes the overall discussion of the research.

## 5.2 Overview of the Findings

This study offers empirical contributions through a comprehensive review of relevant literature and a field investigation that utilised a structured survey to collect quantitative data from tourists revisiting destinations in Johor. The research was developed to address six clearly defined objectives, each formulated in response to the research questions derived from the problem statement presented in the earlier chapters. Through the examination of these relationships, the study aims to generate meaningful insights that may assist in strengthening tourists' intention to revisit destinations in Johor.

The conceptual framework is anchored in the Theory of Planned Behaviour, which provides a systematic foundation for understanding the psychological processes that shape human behaviour. In the context of this research, the Theory of Planned Behaviour serves as the primary lens to examine the factors that influence tourists' revisit intention, particularly through the roles of attitude, subjective norm, perceived behavioural control and motivation, which is introduced as an additional construct to extend the model. This theoretical perspective also allows the study to assess the extent

to which social media intensifies or weakens these relationships as a moderating variable.

By analysing these components collectively, the study aims to present a clearer understanding of the antecedents that influence revisit intention. Of the six hypotheses proposed, four were supported while the remaining two were not. The subsequent sections provide a detailed discussion of these findings, highlighting their implications for tourist revisit intention in Johor and demonstrating how the Theory of Planned Behaviour, together with motivation and social media, contributes to understanding behavioural outcomes. The study extends theoretical knowledge by broadening the application of the Theory of Planned Behaviour within tourism research and by incorporating motivation as an additional determinant of revisit intention. From a practical perspective, the findings offer guidance for the tourism sector in Johor to improve visitor retention strategies through better understanding of tourist attitudes, perceived social influences, behavioural control and social media engagement.

Data were collected using a convenience sampling approach involving tourists who had revisited destinations in Johor, and respondents completed a self-administered questionnaire using a five-point Likert scale. The data were analysed to evaluate the hypotheses and to establish empirical support for the proposed relationships. Overall, this study presents a comprehensive examination of how the Theory of Planned Behaviour, motivation, and social media shape revisit intention among tourists in Johor. The findings contribute to academic literature and provide practical insights for enhancing revisit behaviour. Future research may consider incorporating additional mediating or moderating variables to further deepen the understanding of these behavioural dynamics.

## 5.3 Discussion of the Findings

This section provides a comprehensive discussion of all the hypothesised relationships between the study variables based on the research hypotheses and the PLS-SEM path modelling. Thus, the following subsections are discussed in detail.

### 5.3.1 The Relationship Between Attitude and Revisit Intention (RO1)

RQ1: What is the relationship between the attitude and tourist revisit intention to Johor?

H1: There is a significant relationship between attitude (AT) and tourist revisit intention (RI) to Johor.

The first research objective aimed to assess the influence of tourists' attitudes (AT) on their intention to revisit Johor (RI). However, the findings revealed that attitude does not significantly predict revisit intention, contradicting the expected positive relationship proposed in H1. The negative and insignificant result suggests that tourists' favourable evaluations of Johor do not necessarily translate into repeat visitation. This outcome may be shaped by the demographic composition of the respondents, where 43.30% were tourists aged between 20 and 30. Younger tourists are generally more novelty-seeking and prefer exploring new or more adventurous destinations rather than returning to the same place, as highlighted by Cui et al. (2025). Their preference for variety and new experiences may weaken the behavioural influence of attitude, even when their perceptions of Johor are positive.

In addition, the emergence of Fear of Missing Out (FOMO) behaviour among younger tourists may also explain the insignificant relationship between attitude and revisit intention. Nowadays, many tourists, especially younger generations, are highly influenced by social media trends, viral destinations, and online travel content. Even if tourists have positive attitudes towards Johor, they may still prefer visiting new destinations that are currently trending on social media platforms to gain new experiences, create content, and avoid feeling left behind compared to their peers. This behaviour reduces the likelihood of repeat visitation because tourists are continuously motivated to seek different and unique travel experiences rather than revisiting familiar destinations.

Furthermore, revisit intention may not depend solely on tourists' attitudes but also on external and situational factors such as financial limitations, time constraints, accessibility, travel costs, and competing destination choices. Tourists may have positive perceptions of Johor but still decide to visit other destinations due to promotional offers, convenience, or recommendations from friends and social media

influencers. This indicates that having a favourable attitude alone is insufficient to guarantee repeat visitation behaviour.

The literature provides further support for this nuanced interpretation. While some studies have shown that positive attitudes often shaped through electronic word-of-mouth, destination branding, or perceptions of sustainability can enhance revisit intention (Hadi & Johan, 2023; Rahman et al., 2021), others highlight that attitudes alone may not be sufficient to drive repeat visits. Wicaksono et al. (2021) emphasise that revisit decisions are influenced by a wider set of motivational and contextual factors, whereas Bonn et al. (2016) note that interpersonal and structural barriers, such as cost, accessibility, or travel constraints, can limit the translation of positive attitudes into actual behaviour. These insights suggest that although attitudes contribute to shaping tourists' perceptions, revisit intention in the Johor context may be more strongly driven by other factors, including social influence, destination experience, novelty-seeking behaviour, and practical travel constraints

### 5.3.2 The Relationship Between Perceived Behavioural Control and Revisit Intention (RO2)

RQ2: What is the relationship between the perceived behavioural control and tourist revisit intention to Johor?

*H2: There is a significant relationship between perceived behavioural control (PBC) and tourist revisit intention (RI) to Johor.*

The second research objective examined the influence of perceived behavioural control (PBC) on tourists' intention to revisit Johor. Consistent with the proposed hypothesis (H2), the findings show that PBC exerts a positive and significant effect on revisit intention. This indicates that when tourists feel they have the ability, resources, and opportunities to revisit Johor, their likelihood of intending to return increases. In other words, a stronger sense of control over travel-related decisions, such as perceived affordability, ease of access or convenience, appears to motivate tourists to consider Johor as a repeat destination.

This outcome aligns with extensive literature grounded in the Theory of Planned Behaviour (TPB). Prior research has consistently demonstrated that PBC plays a critical

role in shaping behavioural intentions across various tourism contexts. For instance, Mboi et al. (2025) reported that PBC significantly influences revisit intention, reinforcing its importance alongside subjective norms and attitudes. Liao and Fang (2019) further argue that when tourists feel capable and autonomous in making travel decisions, they become more inclined to revisit a destination. Similarly, Lestari and Safitri (2024) affirmed that PBC contributes significantly to revisit intention, suggesting that tourists who perceive fewer barriers and greater control are more likely to express a desire to return. In more specialised tourism segments, Hanafiah et al. (2025) found PBC to be the strongest predictor of revisit intention in glamping tourism, particularly when tourists perceived control over eco-friendly and experiential elements.

Evidence from the tourism industry further reinforces the importance of PBC in shaping tourists' loyalty and repeat visitation. Hassan and Soliman (2021) observed that higher levels of perceived control enhance revisit intention by increasing tourists' confidence and satisfaction with their travel experiences. This suggests that destinations such as Johor can strengthen revisit intention by ensuring that travel processes from planning and booking to accessibility and on-site navigation are perceived as manageable and convenient. Collectively, these findings confirm that PBC is a key determinant of behavioural intention, and in the context of Johor, enhancing tourists' sense of control can substantially support strategies aimed at increasing repeat visits.

### 5.3.3 The Relationship Between Subjective Norm and Revisit Intention (RO3)

RQ3: What is the relationship between the subjective norm and tourist intention to revisit Johor?

*H3: There is a significant relationship between subjective norm (SN) and tourist revisit intention (RI) to Johor.*

The third objective of this study demonstrates that subjective norm (SN) plays a significant and positive role in shaping tourists' intention to revisit destinations in Johor. Consistent with the proposed hypothesis (H3), the findings show that SN exerts a positive and significant effect on revisit intention. When tourists perceive those important people in their lives, such as family members, friends, or social circles, approve of or encourage a future visit, their likelihood of intending to return increases

correspondingly. This reflects a central premise of the Theory of Planned Behaviour (TPB), where social pressure and perceived expectations from others become powerful motivators that guide individual decision-making. In the context of this research, the strength of these perceived expectations appears to influence how tourists evaluate the importance of revisiting Johor, ultimately reinforcing their revisit intention.

The strong effect of subjective norm found in this study aligns with previous empirical evidence. Tajeddini et al. (2021) highlighted that individuals' revisit intentions can be shaped by the expectations and opinions of people close to them, reinforcing the idea that social influence plays an essential role in travel decisions. Similarly, Grubor et al. (2019) emphasised that when subjective norms are strong, individuals tend to form more favourable intentions to revisit, demonstrating how social expectations guide behavioural choices. Kundan et al. (2022) also noted that perceived social pressures encourage tourists to act consistently with others' expectations, which strengthens their revisit intention. Nazli et al. (2024) further supported this view by illustrating how subjective norms influence customers' willingness to return to places that align with their social values. In addition, Jinrong et al. (2025) found that subjective norms significantly shape revisit decisions, particularly when individuals feel influenced by their communities' expectations and cultural values.

Overall, the collective evidence and the present study's results affirm that subjective norm is a key determinant of revisit intention. The perception that significant others approve of or support a return visit to Johor reinforces tourists' confidence and motivation to revisit. This underscores the importance of social influence as an integral component of tourist behaviour within the TPB framework and supports the hypothesis that subjective norm has a meaningful and positive effect on revisit intention.

### 5.3.4 The Relationship Between Motivation and Revisit Intention (RO4)

RQ4: What is the relationship between motivation and tourist intention to revisit Johor?

*H4: There is a significant relationship between motivation (MV) and tourist revisit intention (RI) to Johor.*

The next objective of this study is to demonstrate that motivation (MV) plays a significant and positive role in shaping tourists' intention to revisit destinations in Johor. Consistent with the proposed hypothesis (H4), the findings show that MV exerts a positive and significant effect on revisit intention. The findings of this study indicate that motivation is a key determinant of tourists' intention to revisit destinations in Johor. When tourists feel driven by meaningful motives, whether related to leisure, relaxation, cultural immersion or personal fulfilment, these internal and external motivations strengthen their desire to return. In the context of this research, motivation emerged as a strong and significant predictor of revisit intention, demonstrating that tourists who perceive their prior visit as valuable, enjoyable or personally rewarding are more inclined to consider Johor as a future travel choice. This underscores the importance of understanding what inspires tourists, as motivational factors can shape their overall satisfaction and reinforce positive behavioural intentions.

This relationship is consistent with established literature, which also highlights the powerful influence of motivation on revisit intentions. Sasana et al. (2020) showed that tourists' motivations, particularly those tied to relaxation and personal well-being, contribute meaningfully to their desire to revisit, reflecting how positive motivational experiences can shape future travel behaviour. Similarly, Tao et al. (2021) found that pull motivations, such as attractive features and unique offerings of a destination, significantly enhance tourists' intentions to return. Acharjee and Ahmed (2023) also demonstrated that intrinsic motivations, especially personal and cultural connections, strengthen revisit intentions, reinforcing the idea that meaningful motives drive loyalty in a tourism context.

Further support from Aslan and Polat (2024) suggests that motivations linked to quality experiences can heighten satisfaction and subsequently reinforce revisit intention. In a practical tourism context, Yusof et al. (2021) illustrated that tourists driven by leisure, adventure, and relaxation are more likely to revisit destinations that fulfil these motivations. Taken together, these findings align closely with the results of this study, confirming that clear, meaningful, and satisfying motivations can significantly influence tourists' willingness to revisit Johor. As such, enhancing motivational elements, whether related to experience quality, destination appeal, or emotional value, can play a central role in encouraging repeat visitation and strengthening Johor's position as a preferred tourism destination.

### 5.3.5 The Relationship Between Subjective Norm and Revisit Intention Moderated by Social Media (RO5)

RQ5: Does the social media moderate the relationship between subjective norm and tourist intention to revisit Johor?

*H5: The positive relationship between subjective norm (SN) and revisit intention (RI) will be stronger when social media (SM) is higher*

The results show that there is a moderation effect on social media between subjective norm and revisit intention, as the next objective demonstrate positive or significant relationship. As hypothesised (H5), social media may strengthen the positive relationship between subjective norm and revisit intention. The findings of this study show that social media meaningfully strengthens the relationship between subjective norm and tourists' intention to revisit Johor. When tourists are exposed to social approval, shared experiences, or positive social expectations on digital platforms, the influence of subjective norms becomes more pronounced. This indicates that social media functions as a reinforcing mechanism, amplifying the impact of what friends, family members, and online communities think or recommend. In the context of this research, tourists who are more active on social media appear to internalise these social cues more strongly, resulting in greater intention to revisit Johor when such cues express encouragement or positive evaluations of the destination.

These findings are consistent with past studies showing that social media enhances the effect of subjective norms on behavioural intentions. Shang et al. (2021) observed that social media use can strengthen the influence of subjective norms in shaping destination-related decisions, highlighting how online content reinforces social expectations. Karayalçın and Yaraş (2024) echoed this by demonstrating that frequent social media usage heightens individuals' psychological attachment to online social cues, which can indirectly shape revisit decisions. However, Mingxia (2022) notes that excessive information exposure may lead to cognitive overload, suggesting that the strengthening effect of social media is effective only up to a certain point. Reinforcing this pattern, Ringim and Reni (2019) showed that social media amplifies subjective norms by presenting behaviours and ideals that individuals are inclined to follow, which aligns with the current study's finding that heightened social influence leads to stronger revisit intentions.

Recent tourism research further supports the moderating role identified in this study. Tajeddini et al. (2021) emphasised that subjective norms, shaped by interpersonal interactions and online communities, significantly influence revisit decisions when reinforced by social media visibility. Similarly, Xu et al. (2024) and Ho et al. (2023) highlighted that tourists' shared experiences and social interactions, particularly those communicated through social media, increase the salience of subjective norms and strengthen decisions to revisit destinations or accommodations. Consistent with this view, Shankar and Jain (2022) explain that in collectivistic societies, social expectations become even more influential when amplified through social media channels. Taken together, these insights align with this study's findings, confirming that social media intensifies the effect of subjective norms on revisit intention, ultimately strengthening tourists' motivation to return to Johor.

### 5.3.6 The Relationship Between Motivation and Revisit Intention Moderated by Social Media (RO6)

RQ6: Does the social media moderate the relationship between motivation and tourist intention to revisit Johor?

*H6: The positive relationship between motivation (MV) and revisit intention (RI) will be stronger when social media (SM) is higher*

The last objective of this study produced findings contrary to the initial expectation. The findings indicate that social media insignificantly moderate the relationship between motivation and tourists' intention to revisit Johor. Although tourists may be highly motivated by factors such as relaxation, leisure, novelty, cultural attractions, or destination experiences, social media engagement does not appear to strengthen or amplify their intention to revisit Johor. This suggests that tourists' internal motivations remain relatively stable and are not heavily dependent on digital interactions or online influences. In other words, tourists who are already motivated to revisit a destination may rely more on their personal experiences, emotional satisfaction, and intrinsic desires rather than social media exposure when making revisit decisions.

One possible explanation for this insignificant moderating effect is that social media nowadays functions more as an information-sharing and destination discovery

platform rather than a factor that strengthens revisit motivation. Many tourists use social media to search for new destinations, trending attractions, and unique travel experiences instead of reinforcing their intention to revisit previously visited places. This behaviour is especially common among younger tourists who are strongly influenced by Fear of Missing Out (FOMO), social trends, and the desire to experience destinations that are currently viral on social media platforms such as TikTok, Instagram, and Facebook. As a result, even though tourists may feel motivated and satisfied with Johor, social media may simultaneously expose them to numerous alternative destinations, reducing the tendency to revisit the same place repeatedly.

Furthermore, tourists' motivations to revisit are often shaped by personal memories, emotional attachment, travel satisfaction, and previous destination experiences, which may not necessarily require reinforcement from social media. Tourists who revisit a destination are more likely to be influenced by direct travel experiences rather than online promotional content. This indicates that motivation operates as an internal psychological factor, while social media acts more as an external communication tool that may influence awareness but not necessarily strengthen behavioural intention.

Another possible reason is that excessive exposure to social media content may create destination fatigue or oversaturation. Tourists who are constantly exposed to highly curated travel content may develop a stronger desire to seek new and different experiences rather than revisit familiar destinations. The rapid growth of travel influencers, viral tourism trends, and continuously changing online travel content may encourage tourists to prioritize novelty-seeking behaviour over destination loyalty. Consequently, social media may indirectly weaken the revisit tendency by encouraging exploration of alternative destinations rather than reinforcing existing motivations.

This pattern aligns with several prior studies that also reported a lack of significant moderation. Kou et al. (2022) found that motivations for engaging with social media were not strong enough to influence revisit intentions, suggesting that social media may not substantially enhance the motivational drivers behind behavioural decisions. Similarly, Waheed and Hassan (2016) demonstrated that the direct value or benefits perceived by tourists were more influential in shaping revisit intentions than social media engagement. Traymbak et al. (2022) further highlighted that the influence of social media was more relevant to utilitarian motivations and less effective in strengthening hedonic or experiential motivations, an insight that resonates with this

study's findings. Broader evidence by Odoom et al. (2017) also supports the notion that while social media increases awareness and engagement, it does not necessarily moderate deeper motivational factors that drive revisit behaviour.

Although some studies have shown contrasting results, such as Vu et al. (2024) and Sakti et al. (2023), who found that social media could enhance motivation and reduce perceived travel risks, these effects may be more context-dependent, particularly during exceptional situations such as health crises or emotionally driven travel experiences. In comparison, the present study focuses on the general tourism context in Johor, where intrinsic motivations appear to play a more dominant role than social media influence. Overall, the findings suggest that motivation remains an important predictor of revisit intention independently, while social media insignificantly strengthen this relationship. This highlights the importance for tourism stakeholders to focus on improving tourists' actual travel experiences, satisfaction, and emotional connection with destinations rather than relying solely on social media strategies to encourage revisit intention.

### 5.3.7 Summary of Discussion Findings

Overall, the discussion of findings reveals a nuanced understanding of the factors shaping tourists' intention to revisit Johor. While the Theory of Planned Behaviour (TPB) provides a robust framework, the results demonstrate varying levels of influence across the examined constructs. Attitude (H1) did not significantly influence revisit intention, suggesting that favourable perceptions of Johor alone are insufficient to motivate repeat visits, particularly among younger and novelty-seeking tourists who prefer exploring new destinations and are highly influenced by travel trends, social media exposure, and Fear of Missing Out (FOMO) behaviour. In contrast, perceived behavioural control (H2) emerged as a strong predictor, indicating that tourists are more likely to revisit Johor when they perceive travelling as convenient, affordable, accessible, and manageable. Subjective norm (H3) also showed a significant positive influence, highlighting the importance of recommendations, encouragement, and social approval from family, friends, and online communities in shaping tourists' revisit decisions.

The study further confirms that motivation (H4) plays an important role in strengthening revisit intention. Tourists who are motivated by meaningful travel

experiences such as relaxation, cultural exploration, leisure activities, and personal fulfilment are more likely to revisit Johor. Social media's moderating effects, however, produced mixed outcomes. Consistent with expectations, social media strengthened the influence of subjective norm on revisit intention (H5), suggesting that digital platforms amplify social influence, shared experiences, and destination visibility through online interactions and user-generated content. Conversely, social media did not moderate the relationship between motivation and revisit intention (H6), indicating that tourists' intrinsic motivations are relatively stable and internally driven, and therefore not easily strengthened by social media engagement alone.

Taken together, these findings suggest that tourists' revisit intention towards Johor is more strongly influenced by practical considerations, social influence, and personal motivation rather than favourable attitudes alone. The findings also demonstrate that social media has a selective influence in tourism behaviour, where it effectively strengthens social influence but has limited impact on internal motivational factors. These insights provide important implications for tourism stakeholders, destination marketers, and policymakers in Johor to develop more effective tourism strategies that focus on enhancing tourists' actual travel experiences, accessibility, affordability, and emotional connection with destinations.

In line with these findings, the Johor state government can further strengthen tourists' revisit intention by implementing more sustainable and community-based tourism initiatives. Greater emphasis can be placed on promoting local homestay programmes, cultural villages, eco-tourism activities, and community tourism experiences that allow tourists to experience authentic local culture and traditions. Such initiatives not only enhance tourists' emotional attachment and satisfaction but also support local entrepreneurs, small businesses, and local tourism operators. In addition, tourism authorities should continue supporting local food vendors, handicraft businesses, and small tourism enterprises through tourism festivals, local product campaigns, and digital marketing programmes to increase destination attractiveness and improve the local tourism economy.

Furthermore, tourism development in Johor should align with the United Nations Sustainable Development Goals (SDGs), particularly SDG 8: Decent Work and Economic Growth and SDG 12: Responsible Consumption and Production. Sustainable tourism practices such as supporting local employment opportunities, encouraging responsible tourist behaviour, preserving cultural heritage, reducing environmental

impacts, and promoting sustainable local products can contribute to long-term tourism growth in Johor. Tourism stakeholders should also encourage responsible tourism campaigns through social media and digital platforms to create awareness among tourists regarding environmental sustainability and cultural preservation.

Additionally, tourism practitioners and policymakers should continuously enhance tourism infrastructure, transportation accessibility, cleanliness, safety, and destination facilities to improve tourists' overall travel experiences. The integration of smart tourism technologies, interactive tourism applications, and personalized travel promotions may also help improve destination competitiveness and tourist engagement. By combining sustainable tourism development, community participation, digital tourism strategies, and meaningful tourist experiences, Johor can strengthen its position as a competitive tourism destination and encourage stronger revisit intention among domestic and international tourists.

Table 5.1
Summary of Research Objective, Research Question and Hypotheses

| Research Objective | Research Question | Hypotheses | Results |
|---|---|---|---|
| RO 1: To examine the relationship between attitude and tourist revisit intention to Johor. | RQ 1: What is the relationship between the attitude and tourist revisit intention to Johor? | H1: There is a significant relationship between attitude (AT) and tourist revisit intention (RI) to Johor. | Insignificant and not supported |
| RO 2: To examine the relationship between perceived behavioral control and tourist revisit intention to Johor. | RQ 2: What is the relationship between the perceived behavioral control and tourist revisit intention to Johor? | H2: There is a significant relationship between perceived behavioral control (PBC) and tourist revisit intention (RI) to Johor. | Positively significant and supported |
| RO 3: To examine the relationship between subjective norm and tourist revisit intention to Johor. | RQ 3: What is the relationship between the subjective norm and tourist revisit intention to Johor? | H3: There is a significant relationship between subjective norm (SN) and tourist revisit intention (RI) to Johor. | Positively significant and supported |
| RO 4: To examine whether relationship between motivation and tourist revisit intention to Johor. | RQ 4: What is the relationship between the motivation and tourist revisit intention to Johor? | H4: There is a significant relationship between motivation (MV) and tourist revisit intention (RI) to Johor. | Positively significant and supported |
| RO 5: To examine whether social media moderates the relationship between subjective norms and tourist intention to revisit Johor. | RQ 5: Does social media moderate the relationship between subjective norm and tourist revisit intention Johor? | H5: The positive relationship between subjective norm (SN) and tourist revisit intention (RI) will be stronger when social media (SM) is higher. | Positively significant and supported |
| RO 6: To examine whether social media moderates the relationship between motivation and tourist intention to revisit Johor. | RQ 6: Does social media moderate the relationship between motivation and tourist revisit intention to Johor? | H6: The positive relationship between motivation (MV) and tourist revisit intention (RI) will be stronger when social media (SM) is higher. | Insignificant and not supported |

## 5.4 Implications of the Study

The findings of this study contribute meaningfully to the theoretical, practical, and methodological understanding of tourist behaviour, particularly within the context of revisit intention to destinations in Johor. By integrating motivation as an additional variable and examining the moderating role of social media, the study strengthens existing behavioural frameworks and offers a more nuanced explanation of how tourists form intentions to return to a destination. These insights not only extend current academic discussions but also provide actionable guidance for tourism practitioners and policymakers seeking to enhance destination loyalty. At the same time, the study presents methodological value by demonstrating a systematic approach to modelling behavioural relationships using contemporary analytical techniques. Collectively, these contributions help to advance both scholarly knowledge and industry practice in tourism research, especially for destinations aiming to remain competitive and relevant in a digitally driven environment.

## 5.5 Theoretical Implications

This study broadens the application of the Theory of Planned Behaviour by examining its relevance in explaining tourists' intention to revisit destinations in Johor. Rather than focusing solely on the traditional components of attitude, subjective norms, and perceived behavioural control, this research advances the model by incorporating motivation as an additional determinant of revisit intention. In doing so, the study provides a more comprehensive understanding of the psychological and motivational factors that guide tourists' decision-making. Furthermore, social media is integrated as a moderating variable within the TPB framework, offering insights into how social media engagement shapes, strengthens, or weakens the relationships between the TPB constructs, motivation, and revisit intention. This extended framework contributes to a deeper theoretical understanding of tourist behaviour within a contemporary digital environment.

### 5.5.1 Extension of the Theory of Planned Behaviour

This study advances the Theory of Planned Behaviour by integrating motivation as an additional construct, thereby offering a more nuanced understanding of the psychological processes that shape tourists' revisit intention. While the traditional TPB framework emphasises attitude, subjective norms, and perceived behavioural control as the core determinants of behavioural intention, the inclusion of motivation provides an expanded theoretical perspective that captures deeper internal drivers influencing tourist decisions. The findings of this study indicate that motivation contributes significantly to tourists' inclination to return to Johor, suggesting that revisit behaviour is not solely a function of evaluative beliefs, social pressures, or perceived control, but is also shaped by intrinsic desires, personal interests, and the satisfaction derived from previous travel experiences. By positioning motivation alongside the original TPB constructs, this research enriches the conceptual model and demonstrates its greater explanatory power within tourism behaviour studies. This extension not only strengthens the theoretical relevance of TPB in understanding revisit intention but also provides a foundation for future research to explore the dynamic interplay between motivational factors and behavioural determinants in tourism contexts.

### 5.5.2 Empirical Evidence on the Moderating Role of Social Media

The study also offers meaningful theoretical contributions by providing empirical evidence on the moderating role of social media within the Theory of Planned Behaviour. The findings reveal that social media significantly strengthens the relationship between subjective norm and revisit intention. This suggests that tourists who are more engaged with social media tend to be more responsive to social pressures or expectations from family, friends, and online communities, which in turn heightens their intention to revisit destinations in Johor. By demonstrating that the influence of subjective norm becomes more pronounced in environments with higher social media interaction, this study advances theoretical understanding of how digital engagement shapes behavioural outcomes. It further underscores the evolving role of online communication platforms in amplifying social influence processes, thereby enriching the behavioural prediction capacity of TPB in contemporary tourism contexts.

### 5.5.3 Theoretical Advancement of TPB in the Context of Tourist Revisit Decisions

This study contributes theoretically by contextualising the Theory of Planned Behaviour within the specific setting of tourist behaviour in Johor. By empirically validating the model in a state-level tourism context, the research demonstrates that behavioural determinants may vary across destinations due to cultural, environmental, and experiential factors. This contextualisation underscores the importance of situating TPB applications within geographically and culturally distinct tourism environments. It also highlights that destination characteristics, such as local attractions, service quality, and regional identity, may interact with psychological factors to shape revisit intention. As such, this study encourages future scholars to examine the TPB model within diverse tourism contexts to deepen theoretical understanding of how place-based elements influence tourist decision-making processes.

## 5.6 Practical Implications

This study offers several important practical implications for tourism stakeholders in Johor. These include the development of integrated marketing and digital engagement strategies, the enhancement of service quality and overall tourist experience, the design of targeted packages for different tourist segments, and the formulation of effective policies for sustainable destination management. Collectively, these insights can guide practitioners and policymakers in fostering repeat visitation, strengthening tourist loyalty, and supporting the long-term competitiveness of Johor as a preferred tourism destination.

### 5.6.1 Optimising Marketing, Social Media and Tourist Experience

Tourism practitioners in Johor should adopt integrated strategies that combine marketing initiatives, social media engagement and high-quality service delivery to strengthen tourists' intention to revisit. Motivational and attitudinal factors can be reinforced through campaigns that emphasise unique experiences, emotional value and authentic destination offerings. Social media platforms provide a dynamic channel for shaping tourists' perceptions and social norms, engaging content, user-generated

reviews, influencer collaborations and interactive promotions especially during Tahun Melawat Johor (Visit Johor) 2026 that can create a sense of connection, encourage sharing and amplify the destination's visibility. Simultaneously, enhancing service quality, accessibility, transportation, safety, and ease of planning travel ensure that the positive impressions generated online are matched by real-world experiences, strengthening tourists' confidence and satisfaction. By aligning digital engagement with tangible service excellence, tourism stakeholders can foster holistic experiences that encourage repeat visits, reinforce loyalty and support Johor's competitive positioning in the tourism sector.

### 5.6.2 Tailoring Strategies for Different Tourist Segments

Tourists' motivations vary widely, ranging from relaxation and cultural exploration to nature-based or adventure seeking activities. Recognising these differences, tourism agencies and operators should design segment-specific packages and experiences that align with visitors' preferences, ensuring a more personalised and meaningful engagement with the destination. For instance, cultural tourists may value curated heritage tours or traditional performances, while adventure seekers might prioritise outdoor activities and scenic explorations. Targeted strategies not only enhance tourist satisfaction but also increase the likelihood of revisit intention, as visitors feel that the destination accommodates their specific interests. Incorporating insights from social media engagement and feedback can further refine these strategies, making them responsive to emerging trends and visitor expectations.

### 5.6.3 Strengthening Policy, Destination Management and Sustainability

Policymakers and destination managers in Johor can leverage the findings of this study to guide long-term strategic planning and sustainable development initiatives. Investments in digital infrastructure, destination branding and environmentally and socially responsible tourism practices can strengthen the overall competitiveness of Johor as a repeat-visit destination. Moreover, aligning strategic planning with initiatives such as Tahun Melawat Johor (Visit Johor) 2026 can create synergistic effects by combining promotional efforts with structural improvements, thereby enhancing tourist trust, loyalty and satisfaction. By fostering a well-coordinated approach that integrates

policy, management and marketing, authorities can ensure that Johor remains attractive, accessible and sustainable, contributing to lasting tourism growth and repeat visitation.

## 5.7 Methodological Implications

Beyond its theoretical contributions, the study also advances methodological approaches within tourism research. One key contribution is the use of an extended TPB model that includes both a new predictor (motivation) and a moderating variable (social media). This expanded framework demonstrates the practicality of adapting classical behavioural models to address complex, multi-dimensional research questions. It also highlights the methodological value of integrating psychological, motivational, and digital components in a single analytical model to reflect the realities of modern tourist behaviour.

Methodologically, the study employs moderation analysis to assess the role of social media in shaping the relationships between the independent variables and revisit intention. The use of advanced statistical techniques, such as structural equation modelling (SEM) or PLS-SEM, allows for a more detailed examination of interaction effects and provides a richer understanding of how digital engagement may amplify or weaken behavioural drivers. This approach offers a methodological reference point for future researchers who wish to investigate digital influences in similar behavioural contexts.

Additionally, the study provides methodological value by testing the extended model within the tourism context of Johor, a destination that represents an evolving and competitive domestic market. Conducting empirical research in a real-world setting strengthens the applicability and generalisability of the methodological approach, especially for studies focused on local or regional tourism environments.

Finally, by combining psychological constructs, motivational factors, and digital engagement variables, the study demonstrates the importance of using interdisciplinary methodological designs when examining contemporary tourist behaviour. This approach encourages future research to adopt broader and more adaptive methodological frameworks that reflect the complexity of behavioural decision-making in today's highly digitalised tourism landscape.

## 5.8 Limitations of the Study

The first limitation relates to the geographical scope and sample distribution of this study. As the data were collected exclusively from tourists visiting Johor, the findings reflect behavioural patterns that may be unique to this destination alone. Johor's tourism identity, cultural setting, and infrastructural characteristics may differ significantly from other Malaysian states or international destinations, making it difficult to generalise the findings broadly. Although the overall sample size was sufficient for primary analyses, it was not large enough to support extensive subgroup comparisons, such as differences between domestic and international tourists. This constraint limits the ability to explore how revisit intention may vary across demographic groups, potentially reducing the depth of behavioural insights that could have been gained through more nuanced segmentation.

The second limitation arises from the sector-specific nature of the sample and the use of a cross-sectional research design. Although this study focuses solely on revisit tourists, the findings cannot be generalised to other closely related sectors such as hospitality staff, travel agencies, transportation services, retail tourism operators, theme park employees and cultural attraction workers. Different sectors may experience distinct motivational, psychological, and contextual influences that shape behavioural intentions differently. In addition, the cross-sectional design captures tourist perceptions and intentions at only one moment in time. Given that motivation, social media influence, and destination conditions can evolve, this approach does not fully reflect the dynamic nature of revisit intention. A longitudinal approach would allow for a more comprehensive understanding of how behavioural patterns shift over time and how social media engagement interacts with those changes.

The final limitation concerns the scope of variables used within the extended Theory of Planned Behaviour model and the treatment of social media as a moderating construct. Although this study introduced motivation as an additional predictor, other relevant factors such as destination image, satisfaction, cultural influences, or prior experiences were not included, potentially limiting the overall explanatory power of the model. Moreover, social media was assessed as a single, unified construct without distinguishing between different platforms, types of content, or levels of user interaction. As tourists engage with social media in diverse ways, this simplification restricts the depth of interpretation regarding how specific social media behaviours

influence revisit intention. Future studies may benefit from examining platform-specific dynamics or categorising digital engagement patterns to better understand the nuanced role of social media in shaping tourist decision-making.

## 5.9 Recommendations for Future Research

Future research is encouraged to expand the geographical scope beyond Johor by incorporating multiple states or undertaking comparative studies across different tourism destinations in Malaysia. Such an approach would allow scholars to determine whether the factors influencing revisit intention operate similarly across diverse tourism contexts or whether destination-specific characteristics shape tourists' behavioural intentions differently. Comparative analyses could also provide richer insights into how regional branding, destination image, and local tourism development strategies interact with psychological determinants of revisit intention.

In addition, future studies may adopt longitudinal research designs to capture changes in tourists' attitudes, motivations, and behavioural intentions over time. Unlike cross-sectional designs, longitudinal approaches would enable researchers to observe whether revisit intention remains stable or evolves as tourists gain more travel experience, encounter changing destination conditions, or adapt to new forms of social media engagement. This would offer a deeper understanding of how behavioural intentions develop dynamically, particularly in a tourism environment that continues to evolve in response to technological advancement and shifting travel trends.

Further research may also examine potential mediating mechanisms and alternative moderating variables to strengthen theoretical explanations of revisit intention. Variables such as perceived experience quality, emotional attachment, satisfaction, or specific types of travel motivation could be explored as mediators to explain how attitudes, subjective norms, and perceived behavioural control translate into revisit intention. While social media was examined as a moderator in this study, future research could test other moderating factors, including cultural background, travel frequency, digital literacy, age group, or income level. These extensions may provide a more nuanced understanding of the conditions under which behavioural relationships become stronger or weaker.

Finally, future studies are encouraged to focus on different tourist segments and to examine the platform-specific effects of social media. Tourists are not a

homogeneous group, and revisit intention may differ significantly between domestic and international travellers, family tourists, solo travellers, or niche segments such as eco or adventure tourists. Segment based analysis could help generate more targeted theoretical insights and practical strategies. Moreover, future research may investigate how specific social media platforms such as Instagram, TikTok, or Facebook influence revisit intention in distinct ways. Understanding platform-specific effects would contribute to a more refined explanation of digital influence in tourism behaviour and offer clearer guidance for destination marketing strategies.

## 5.10 Chapter Summary

This final chapter synthesises the key findings of the study by revisiting the results presented in Chapter 4 and interpreting them in relation to the research objectives. The discussion reflects on how the Theory of Planned Behaviour, together with the inclusion of motivation and the moderating role of social media, contributes to explaining tourists' intention to revisit destinations in Johor. The chapter also highlights the theoretical contributions of the study in extending the TPB framework within a tourism context, as well as the practical implications for tourism stakeholders seeking to strengthen revisit intention through behavioural and digital strategies. In addition, methodological implications arising from the research design and analytical approach are outlined. The chapter acknowledges the limitations of the study and offers directions for future research to further advance understanding in this area. Overall, the chapter concludes by providing an integrated summary of the entire research, reaffirming its contributions to tourism behaviour literature and its relevance to destination management in Johor.

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# APPENDICES

# APPENDIX 1

## Approval Letter – UiTM Research Ethics Committee

www.uitm.edu.my

UNIVERSITI TEKNOLOGI MARA

Pejabat
Timbalan Naib Canselor
(Penyelidikan dan Inovasi)

Reference : UiTM.800-1/1/9
Our reference : REC/05/2025 (PG/MR/260)
Date : 1446H ذو القعده 7
5 May 2025

**Mr Zulaffendi Jamaluddin - 2022924821**
**(Supervisor: Dr Noreen Noor Abd Aziz)**
Faculty of Business and Management
UiTM Johor Branch
Pasir Gudang Campus
Jalan Purnama, Bandar Seri Alam
41750 Masai
JOHOR

السلام عليكم ورحمة الله وبركات and Greetings

Mr

**APPROVAL LETTER - UiTM RESEARCH ETHICS COMMITTEE**

Thank you for submitting your research proposal to the Research Ethics Committee (REC). After considering your application, the Committee approved your proposal titled "Factor Influencing Tourist Revisit Intention to Johor: The Moderating Role of Social Media". Details of the approval are as follows:

| | |
|---|---|
| **Ref. number:** | REC/05/2025 (PG/MR/260) |
| **Approval Period:** | 5 May 2025 until 18 September 2025 |
| **Authorised personnel:** | 1. Zulaffendi Jamaluddin<br>2. Dr Noreen Nor Abd Aziz |

The UiTM Research Ethics Committee operates in accordance with ICH Good Clinical Practice Guidelines, Malaysian Good Clinical Practice Guidelines and the Declaration of Helsinki. The approval of this project is conditional upon your continuing compliance with these guidelines and declaration.

We draw to your attention the requirement that a report on this research, must be submitted every 12 months from the date of the approval or on the completion of the project, whichever occurs first. Failure to submit reports will result in withdrawal of consent for the project to proceed. Amendments, if any, to the study documents are to be submitted to the REC for approval.

If you require further information, please contact the REC Secretariat at 03-55442846/03-55442737 or email at recsecretariat@uitm.edu.my.

اوسها، تقوى، موليا
**"MALAYSIA MADANI"**
**"BERKHIDMAT UNTUK NEGARA"**

Yours sincerely,

**(EMERITUS PROFESSOR DATO' DR RAYMOND AZMAN ALI)**
Chairman
UiTM Research Ethics Committee

c.c.: Deputy Rector (PJIM&A), UITM Johor Branch

Universiti Teknologi MARA
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40450 Shah Alam, Selangor, MALAYSIA
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Faks: (+603) 5544 2070

ISO 9001:2015 No. Sijil: 10120156

UiTM di hatiku

Reference : UiTM.800-1/1/9
Our reference : REC/05/2025 (PG/MR/260)
Date : 1446H ذو القعده 7
5 May 2025

| | |
|---|---|
| **Ref. number:** | REC/05/2025 (PG/MR/260) |
| **Approval Period:** | 5 May 2025 until 18 September 2025 |
| **Authorised personnel:** | 1. Zulaffendi Jamalludin<br>2. Dr Noreen Noor Abd Aziz |
| **Location of research:** | 1. Paradigm Mall Johor bahru<br>2. Pantai Desaru, Kota Tinggi<br>3. Toppen Shopping Centre, Johor bahru<br>4. Midvalley Southkey, Johor bahru<br>5. Legoland Malaysia, Nusajaya |

# APPENDIX 2

## Sample of Questionnaire

**FACULTY OF BUSINESS AND MANAGEMENT**
**UNIVERSITI TEKNOLOGI MARA CAWANGAN JOHOR**
**KAMPUS PASIR GUDANG**
**MASTER OF SCIENCE (BUSINESS AND MANAGEMENT**

Dear Respected Respondent,

I am a post-graduate student from UiTM Cawangan Johor, Pasir Gudang Campus, currently conducting research study under the supervision of Dr. Noreen Noor Abd Aziz. The title of my research is **"Factors Influencing Tourist Revisit Intention to Johor: The Moderating Role of Social Media"**.

The purpose of this questionnaire is to assist me as researcher in understanding tourists' preference and the factors that influence their intention to revisit a destination. This includes the motivational variables and the role of social media as a moderating variable that contributes to tourists' revisit tourism destinations in the state of Johor.

This study is entirely academic in nature and is not affiliated with any organization, ministry or government agency. Therefore, I humbly seek your cooperation to complete this short questionnaire, which is estimated to take no more than 10 minutes of your valuable time. All responses will be treated with the strictest confidentiality and will be used solely for research purposes.

The findings of this study will be analysed and may be used to provide recommendations or insights for improvements and innovation in the tourism sector and related organizations. You are kindly encouraged to answer all questions sincerely and truthfully. Your cooperation and support are greatly appreciated. For further inquiries, please do not hesitate to reach me at deejamalludin@gmail.com (Zulaffendi Jamalludin) or noree974@uitm.edu.my (Dr. Noreen Noor Abd Azız).

Thank you,

**Zulaffendi Jamalludin (2022924821)**
Post-Graduate Student (Faculty of Business and Management)
UiTM Johor Branch, Pasir Gudang Campus.

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Kepada Responden yang Dihormati,

Saya merupakan pelajar pasca-siswazah dari UiTM Cawangan Johor, Kampus Pasir Gudang dan kini sedang menjalankan satu kajian penyelidikan dibawah seliaan Dr. Noreen Noor Abd Aziz. Tajuk kajian saya ialah **"Faktor-Faktor yang Mempengaruhi Niat Pelancong untuk Melawat Semula Negeri Johor: Peranan Pengantara (Moderasi) Media Sosial"**.

Tujuan soal selidik ini adalah untuk membantu saya sebagai penyelidik memahami kecenderungn kehendak pelancong dan faktor yang mempengaruhi niat mereka untuk melawat semula ke susatu destinasi, pembolehubah motivasi, serta peranan media sosial sebagai pembolehubah moderasi

menyumbang kepada niat pelancong untuk melawat semula destinasi pelancongan di Negeri Johor.

Kajian ini bersifat akademik sepenuhnya dan tidak mempunyai sebarang kaitan dengan mana-mana organisasi, kementerian atau jabatan kerajaan. Oleh itu, saya dengan segala hormatnya memohon kerjasama daripada pihak tuan/puan untuk melengkapkan soal selidik ini yang dijangka mengambil masa tidak lebih dari 10 minit. Segala maklum balas yang diberikan adalah sulit dan hanya akan digunakan untuk tujuan penyelidikan.

Hasil dapatan kajian ini akan dianalisis dan berpotensi digunakan sebagai cadangan atau rujukan untuk penambahbaikan serta inovasi dalam sektor pelancongan dan organisasi berkaitan. Tuan/puan amat digalakkan untuk menjawab semua soalan dengan jujur dan ikhlas. Segala kerjasama dan sokongan yang diberikan amat saya hargai dan didahului dengan ucapan ribuan terima kasih. Sebarang pertanyaan berhubung kajian dan soal selidik ini, bolehlah menghubungi saya menerusi emel atau telefon bimbit di deejamalludin@gmail.com 010-6688072 Zulaffendi Jamalludin) atau noree974@uitm.edu.my 019-7777217 (Dr. Noreen Noor Abd Aziz).

Sekian, terima kasih.

**Zulaffendi Jamalludin (2022924821)**
Pelajar Pasca-Siswazah (Fakulti Pengurusan dan Perniagaan)
UiTM Cawangan Johor, Kampus Pasir Gudang.

## SECTION A: SCREENING QUESTION
## BAHAGIAN A: SOALAN SARINGAN

Have you ever visited any of the following places?

*Adakah anda pernah mengunjungi tempat-tempat berikut?*

(You may select more than one option)

*(Boleh tanda lebih daripada satu jawapan)*

| | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| | **One time only / Sekali sahaja** | **2 - 3 times / 2 - 3 kali** | **4 - 5 times / 4 - 5 times** | **> 6 times/ >6 kali** |
| Paradigm Mall, Johor Bahru | ☐ | ☐ | ☐ | ☐ |
| Toppen Shopping, Johor Bahru | ☐ | ☐ | ☐ | ☐ |
| The Mall, Mid Valley Southkey Johor Bahru | ☐ | ☐ | ☐ | ☐ |
| LEGOLAND Malaysia, Nusajaya | ☐ | ☐ | ☐ | ☐ |
| Pantai Desaru, Kota Tinggi | ☐ | ☐ | ☐ | ☐ |

## SECTION B: DEMOGRAPHIC PROFILE
## BAHAGIAN B: MAKLUMAT DEMOGRAFI

Please indicate and tick in the appropriate information about yourself. Each question should have **ONE** answer. All responses are strictly confidential.

*Sila nyatakan dan tandakan maklumat diri tuan/puan yang bersesuaian. Setiap soalan hendaklah dijawab dengan **SATU** jawapan sahaja. Segala maklum balas adalah dirahsiakan sepenuhnya.*

| | |
|---|---|
| Gender / *Jantina* | Male / *Lelaki* |
| | Female /*Perempuan* |
| Age / *Umur* | 18 - 19 years old / *18 – 19 tahun* |
| | 20 - 30 years old / *20 - 30 tahun* |
| | 31 - 40 years old / *31 - 40 tahun* |
| | 41 - 50 years old / *41 - 50 tahun* |
| | 51 - 60 years old / *51 - 60 tahun* |
| | 61 years old and above / *61 tahun dan ke atas* |
| Maritial Status / *Taraf Perkahwinan* | Single / *Bujang* |
| | Married / *Berkahwin* |
| | Seperated / Single Parent *Berpisah / Ibu atau Bapa Tunggal* |
| Race / *Bangsa* | Malay / *Melayu* |
| | Chinese / *Cina* |
| | Indian / *India* |
| | Others / *Lain-lain* |
| Number of Dependents / *Bilangan Tanggungan* | 1 - 3 person / *1 - 3 orang* |
| | 4 - 6 persons /*4 - 6 orang* |
| | 7 - 10 persons / *7 - 10 orang* |
| | 11 persons and above / *11 orang dan ke atas* |
| Education level / *Taraf Pendididkan* | School Certificate / *Sijil Sekolah* |
| | Skills Certificate / *Sijil Kemahiran* |
| | Diploma / *Diploma* |
| | Degree/*Ijazah* |
| | Masters / *Sarjana* |
| | PhD / *Doktor Falsafah* |
| Position / Occupational *Jawatan / Pekerjaan* | General Worker / *Operator Pekerja Am / Operator* |
| | Non-executive / *Bukan Eksekutif* |
| | Executive /*Eksekutif* |
| | Professional /*Profesional* |

| | Others / *Lain-lain* |
|---|---|
| Total monthly household income (Household Income and Expenditure Survey Report 2022, released on 28 July 2023)<br><br>*Jumlah pendapatan sebulan seisi rumah* | < RM 5,250.00 |
| | RM 5,251.00 - RM 11,819.00 |
| | > RM 11,820.00 |

## SECTION C: REVISIT INTENTION
## BAHAGIAN C: NIAT UNTUK MELAWAT SEMULA

Revisit intention refers to an individual's desire or tendency to return to a particular destination in the future. A high level of satisfaction increases the likelihood of revisiting that destination.
*Niat untuk melawat semula merujuk kepada keinginan atau kecenderungan seseorang untuk melawat semula sesuatu tempat pada masa akan datang. Tahap kepuasan yang tinggi meningkatkan niat untuk berkunjung semula ke sesuatu tempat tersebut.*

Please tick only **ONE (1)** in the appropriate information about yourself on the question given.
*Sila tandakan hanya **SATU (1)** pilihan yang paling sesuai dengan maklumat diri tuan/puan bagi soalan yang diberikan.*

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Strongly Disagree / Sangat Tidak Setuju** | **Disagree / Tidak Setuju** | **Neutral / Natural** | **Agree / Setuju** | **Strongly Agree / Sangat Setuju** |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| RI1 | I plan to revisit tourism destinations in Johor to engage in tourism-related activities in the near future.<br>*Saya mempunyai hasrat untuk mengunjungi semula destinasi pelancongan di Johor dalam masa terdekat sebagai sebahagian daripada penglibatan dalam aktiviti pelancongan.* | 1 | 2 | 3 | 4 | 5 |
| RI2 | I am likely to recommend revisiting tourism destinations in Johor to others.<br>*Saya cenderung untuk mengesyorkan lawatan semula ke destinasi pelancongan di Johor kepada individu lain.* | 1 | 2 | 3 | 4 | 5 |
| RI3 | I am likely to share with others how enjoyable my experience was when revisiting a destination in Johor.<br>*Saya cenderung untuk berkongsi dengan orang lain betapa menyeronokkannya pengalaman saya ketika melawat semula destinasi di Johor.* | 1 | 2 | 3 | 4 | 5 |
| RI4 | I would suggest revisiting a destination in Johor if someone else expressed an interest in going on vacation.<br>*Sekiranya seseorang merancang untuk bercuti, saya cenderung mencadangkan destinasi pelancongan di Johor untuk dilawati semula.* | 1 | 2 | 3 | 4 | 5 |
| RI5 | Revisiting a tourism destination in Johor may be the primary choice for my upcoming vacation.<br>*Destinasi pelancongan di Johor mungkin akan menjadi pilihan utama untuk percutian saya yang akan datang.* | 1 | 2 | 3 | 4 | 5 |
| RI6 | I am likely to bring significant individuals in my life to revisit tourism destination in Johor.<br>*Saya berkemungkinan akan membawa individu-individu yang penting dalam hidup saya untuk melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| RI7 | I foresee revisiting a tourism destination in Johor in the near future.<br>*Saya menjangkakan untuk melawat semula destinasi pelancongan di Johor dalam waktu terdekat.* | 1 | 2 | 3 | 4 | 5 |
| RI8 | If given the opportunity to decide once more, I would opt to revisit a tourism destination in Johor. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | *Jika berpeluang membuat pilihan semula, saya tetap akan memilih untuk melawat semula destinasi pelancongan di Johor.* | | | | | |
| RI9 | I am likely to revisit tourism destinations in Johor more frequently in the future.<br>*Saya berkemungkinan akan melawat semula destinasi pelancongan di Johor dengan lebih kerap pada masa hadapan.* | 1 | 2 | 3 | 4 | 5 |
| RI10 | Revisiting a tourism destination in Johor may be my preferred choice.<br>*Destinasi pelancongan di Johor berkemungkinan akan menjadi pilihan utama saya untuk dilawati semula pada masa akan datang.* | 1 | 2 | 3 | 4 | 5 |

## SECTION D: ATTITUDE
## BAHAGIAN D: TINGKAH LAKU

Attitude or behaviour refers to an individual's view, feeling, or tendency toward a particular matter, whether positive or negative.
*Sikap atau tingkah laku yang merujuk kepada pandangan, perasaan atau kecenderungan seseorang terhadap sesuatu perkara sama ada positif atau negatif.*

Please tick only **ONE (1)** in the appropriate information about yourself on the question given.
*Sila tandakan hanya **SATU (1)** pilihan yang paling sesuai dengan maklumat diri tuan/puan bagi soalan yang diberikan.*

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Strongly Disagree / Sangat Tidak Setuju** | **Disagree / Tidak Setuju** | **Neutral / Natural** | **Agree / Setuju** | **Strongly Agree / Sangat Setuju** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| AT1 | I welcome the idea of revisiting tourism destinations in Johor.<br>*Saya menyambut baik idea untuk melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| AT2 | Revisiting any destination in Johor is of great importance.<br>*Melawat semula mana-mana destinasi di Johor adalah sangat penting.* | 1 | 2 | 3 | 4 | 5 |
| AT3 | Being a tourist at any destination in Johor offers more advantages than disadvantages to me.<br>*Menjadi pelancong di mana-mana destinasi di Johor menawarkan lebih banyak kelebihan berbanding kekurangan kepada saya.* | 1 | 2 | 3 | 4 | 5 |
| AT4 | I have positive attitude towards the act of revisiting tourism destinations in Johor.<br>*Saya mempunyai pandangan positif terhadap tindakan melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| AT5 | Among various options, I would prefer to visit any destination in Johor as a tourist.<br>*Antara pelbagai pilihan, saya lebih suka untuk melawat mana-mana destinasi di Johor sebagai pelancong.* | 1 | 2 | 3 | 4 | 5 |
| AT6 | Being a tourist at any destination in Johor would provide me with great satisfaction.<br>*Melawat destinasi pelancongan di Johor sebagai pelancong memberikan saya kepuasan yang besar.* | 1 | 2 | 3 | 4 | 5 |
| AT7 | Overall, I believe that revisiting any destination in Johor is an excellent idea.<br>*Secara keseluruhan, saya berpendapat bahawa melawat semula destinasi pelancongan di Johor merupakan satu pilihan yang sangat baik.* | 1 | 2 | 3 | 4 | 5 |
| AT8 | Overall, I believe that revisiting any destination in Johor would be a pleasant experience for me.<br>*Secara keseluruhan, saya percaya bahawa melawat semula destinasi pelancongan di Johor merupakan satu pengalaman yang menyenangkanbagi saya.* | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| AT9 | Revisiting a tourist destination in Johor provides me with the opportunity to gain a meaningful experience.<br>*Melawat semula destinasi pelancongan di Johor memberikan saya peluang untuk memperoleh pengalaman yang bermakna.* | 1 | 2 | 3 | 4 | 5 |
| AT10 | Revisiting tourist destination in Johor with significant individuals in my life will provide me the opportunity to spend quality time with them.<br>*Melawat semula destinasi pelancongan di Johor bersama individu-individu yang penting dalam hidup saya akan memberi peluang kepada saya untuk meluangkan masa yang berkualiti bersama mereka.* | 1 | 2 | 3 | 4 | 5 |

## SECTION E: SUBJECTIVE NORM
## BAHAGIAN E: NORMA SUBJEKTIF

Subjective norm refers to an individual's belief about the expectations of others regarding their behaviour, as well as their willingness to comply with those expectations.
*Norma subjektif merujuk kepada kepercayaan seseorang tentang jangkaan orang lain terhadap kelakuannya serta keinginannya untuk mematuhi jangkaan tersebut.*

Please tick only **ONE (1)** in the appropriate information about yourself on the question given.
*Sila tandakan hanya **SATU (1)** pilihan yang paling sesuai dengan maklumat diri tuan/puan bagi soalan yang diberikan.*

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Strongly Disagree / Sangat Tidak Setuju** | **Disagree / Tidak Setuju** | **Neutral / Natural** | **Agree / Setuju** | **Strongly Agree / Sangat Setuju** |
| SN1 | The majority of individuals who are important to me believe that I should opt to revisit a tourism destination in Johor.<br>*Majoriti individu-individu yang signifikan dalam hidup saya, menyarankan agar saya melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| SN2 | My family regularly advocates for revisiting tourism destinations in Johor.<br>*Keluarga saya secara konsisten memberikan sokongan terhadap keputusan saya untuk melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| SN3 | There is an expectation for me to choose to revisit a tourism destination in Johor.<br>*Terdapat jangkaan bahawa saya akan memilih untuk melawat semula destinasi pelancongan di Johor pada masa hadapan.* | 1 | 2 | 3 | 4 | 5 |
| SN4 | The individuals whose opinions I regard highly would endorse my choice to revisit a tourism destination in Johor.<br>*Individu yang pendapat mereka saya hargai akan menyokong pilihan saya untuk melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| SN5 | The majority of individuals who are important to me opt to revisit tourism destinations in Johor.<br>*Majoriti individu yang penting dalam hidup saya memilih untuk melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| SN6 | Many people would prefer that I revisit a destination in Johor.<br>*Kebanyakkan orang lebih suka saya melawat semula destinasi di Johor.* | 1 | 2 | 3 | 4 | 5 |
| SN7 | I feel compelled to revisit tourism destinations in Johor.<br>*Saya merasa terdorong untuk melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| SN8 | My family perceives revisiting tourism destinations in Johor as a safe option. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | *Keluarga saya menganggap melawat semula destinasi pelancongan di Johor sebagai pilihan yang selamat.* | | | | | |
| SN9 | My decision to revisit tourism destinations in Johor is contingent upon the influence of my surrounding environment.<br>*Keputusan saya untuk melawat semula destinasi pelancongan di Johor banyak dipengaruhi oleh faktor-faktor persekitaran saya.* | 1 | 2 | 3 | 4 | 5 |
| SN10 | The majority of individuals within my social network choose to revisit tourism destinations in Johor.<br>*Kebanyakan individu dalam rangkaian sosial saya cenderung untuk memilih melawat semula destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |

## SECTION F: PERCEIVED BEHAVIORAL CONTROL
## BAHAGIAN F: KAWALAN TINGKAH LAKU YANG DIFAHAMI

Perceived behavioural control refers to an individual's confidence in their ability to perform a particular behaviour, whether they feel capable or not, based on the skills, resources, or opportunities available to them.

*Kawalan tingkah laku yang difahami merujuk kepada keyakinan seseorang terhadap keupayaan untuk melakukan sesuatu tingkah laku, sama ada rasa mampu atau tidak untuk melakukan berdasarkan kemahiran, sumber atau peluang yang ada.*

Please tick only **ONE (1)** in the appropriate information about yourself on the question given.

*Sila tandakan hanya **SATU (1)** pilihan yang paling sesuai dengan maklumat diri tuan/puan bagi soalan yang diberikan.*

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Strongly Disagree / Sangat Tidak Setuju** | **Disagree / Tidak Setuju** | **Neutral / Natural** | **Agree / Setuju** | **Strongly Agree / Sangat Setuju** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| PBC1 | For me, revisiting tourism destinations in Johor would have a positive impact.<br>*Bagi saya, melawat semula destinasi pelancongan di Johor akan memberi impak yang positif.* | 1 | 2 | 3 | 4 | 5 |
| PBC2 | I have a sufficient environment knowledge that enables me to revisit tourism destination in Johor with confidence.<br>*Saya memiliki pengetahuan persekitaran yang mencukupi bagi membolehkan saya melawat semula destinasi pelancongan di Johor dengan penuh keyakinan.* | 1 | 2 | 3 | 4 | 5 |
| PBC3 | I am confident that, if desired, I can effortlessly choose to revisit any destination in Johor.<br>*Saya amat yakin bahawa, jika saya mahu, saya boleh memilih dengan mudah untuk melawat semula mana-mana destinasi di Johor.* | 1 | 2 | 3 | 4 | 5 |
| PBC4 | I am confident that I have what is needed to revisit tourism destination in Johor (e.g., financial means, time).<br>*Saya yakin bahawa saya mempunyai keupayaan yang diperlukan untuk melawat semula destinasi pelancongan di Johor. (Contonya: kewangan, masa).* | 1 | 2 | 3 | 4 | 5 |
| PBC5 | I have full control over whether I choose to revisit any tourism destination in Johor.<br>*Saya mempunyai kawalan penuh terhadap kepurusan sama ada saya memilih untuk melawat semula mana-mana destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| PBC6 | I possess the required financial resources to opt for revisiting any tourism destination in Johor.<br>*Saya mempunyai sumber kewangan yang mencukupi untuk memilih melawat semula mana-mana destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| PBC7 | Should I decide to revisit any tourism destination in Johor, I believe I would have a high probability of success. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | *Sekiranya saya memilih untuk melawat semula mana-mana destinasi pelancongan di Johor, saya yakin saya mempunyai kebarangkalian yang tinggi untuk berjaya.* | | | | | |
| PBC8 | My capabilities have equipped me with the necessary knowledge to initiate the process of revisiting any destination in Johor.<br>*Keupayaan diri saya telah membekalkan saya dengan pengetahuan luas yang diperlukan untuk memulakan proses melawat semula mana-mana destinasi di Johor.* | 1 | 2 | 3 | 4 | 5 |
| PBC9 | I possess comprehensive knowledge of the essential practical details necessary for revisiting any tourism destination in Johor.<br>*Saya memiliki pengetahuan yang mendalam mengenai butiran praktikal yang diperlukan untuk melawat semula mana-mana destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |
| PBC10 | I feel confident in my ability to undertake the necessary steps to revisit any tourism destination in Johor.<br>*Saya berasa yakin dengan keupayaan saya untuk melaksanakan Langkah-langkah yang diperlukan bagi melawat semula mana-mana destinasi pelancongan di Johor.* | 1 | 2 | 3 | 4 | 5 |

## SECTION G: MOTIVATION
## BAHAGIAN G: MOTIVASI

Motivation refers to internal or external drives that compel an individual to undertake a particular action. Tourist motivation plays a crucial role in determining their intention to revisit a destination.
*Motivasi merujuk kepada dorongan dalaman atau luaran yang mendorong seseorang untuk melakukan sesuatu tindakan. Motivasi pelancong memainkan peranan penting dalam menentukan niat mereka untuk berkunjung semula ke sesuatu destinasi.*

Please tick only **ONE (1)** in the appropriate information about yourself on the question given.

*Sila tandakan hanya **SATU (1)** pilihan yang paling sesuai dengan maklumat diri tuan/puan bagi soalan yang diberikan.*

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Strongly Disagree / Sangat Tidak Setuju** | **Disagree / Tidak Setuju** | **Neutral / Natural** | **Agree / Setuju** | **Strongly Agree / Sangat Setuju** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| MV1 | I aspire to discover new aspects of myself through the experience of travelling.<br>*Melalui pengalaman melancong, saya berhasrat untuk mengenali dan menerokai potensi baharu dalam diri saya.* | 1 | 2 | 3 | 4 | 5 |
| MV2 | I seek to fully immerse myself in the travel experience as a means of satisfying my curiosity.<br>*Pengalaman melancong menjadi medium bagi saya untuk menyelami sepenuhnya rasa ingin tahu perkara baharu secara mendalam.* | 1 | 2 | 3 | 4 | 5 |
| MV3 | I seek to acquire new knowledge about the world through my travel experience.<br>*Melalui aktiviti melancong, saya berusaha memperkayakan pengetahuan baru tentang dunia di sekeliling.* | 1 | 2 | 3 | 4 | 5 |
| MV4 | I aim to develop my abilities through the experience of travelling.<br>*Melalui pengalaman melancong, saya berhasrat untuk meningkatkan keupayaan diri saya.* | 1 | 2 | 3 | 4 | 5 |
| MV5 | I aspire to enhance my social competence through meaningful experiences by travelling.<br>*Saya beraspirasi untuk meningkatkan kompetensi sosial diri melalui pengalaman bermakna yang diperoleh daripada aktiviti pelancongan.* | 1 | 2 | 3 | 4 | 5 |
| MV6 | I appreciate the ability to share my travel experiences with others upon returning home.<br>*Saya menghargai peluang untuk berkongsi pengalaman pengembaraan saya dengan orang lain setelah pulang ke rumah.* | 1 | 2 | 3 | 4 | 5 |
| MV7 | Travelling fosters a sense of connection and belonging to the global community. (A deep connection with the local culture, values and community experiences). | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | *Mengembara memberikan saya perasaan keterikan yang mendalam terhadap destinasi yang dilawati. (Hubungan mendalam dengan budaya, nilai dan pengalaman masyarakat setempat).* | | | | | |
| MV8 | I enjoy meeting new individuals while travelling.<br>*Saya menikmati peluang untuk bertemu dengan individu-individu baru semasa mengembara.* | 1 | 2 | 3 | 4 | 5 |
| MV9 | I seek to alleviate the stress in my life.<br>*Saya berusaha untuk mengurangkan tekanan dalam hidup saya melalui aktiviti melancong.* | 1 | 2 | 3 | 4 | 5 |
| MV10 | I seek to escape the hustle and bustle of my daily routine.<br>*Saya berusaha untuk melarikan diri dari kesibukan rutin harian melalui pengalaman mengembara.* | 1 | 2 | 3 | 4 | 5 |

## SECTION H: SOCIAL MEDIA
## BAHAGIAN H: MEDIA SOSIAL

Social media refers to online platforms or applications that enable users to create, share, and interact with content as well as with other users. These platforms play a significant role in influencing the intention to revisit a particular destination.
*Media sosial merujuk kepada platform atau aplikasi dalam talian yang membolehkan pengguna mencipta, berkongsi dan berinteraksi dengan kandungan serta pengguna lain. Platform atau aplikasi dalam talian ini menjadi antara peranan penting dalam mempengaruhi niat untuk berkunjung semula ke sesuatu destinasi.*

Please tick only **ONE (1)** in the appropriate information about yourself on the question given.

*Sila tandakan hanya **SATU (1)** pilihan yang paling sesuai dengan maklumat diri tuan/puan bagi soalan yang diberikan.*

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Strongly Disagree / Sangat Tidak Setuju** | **Disagree / Tidak Setuju** | **Neutral / Natural** | **Agree / Setuju** | **Strongly Agree / Sangat Setuju** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| SM1 | Currently, comments on social media posts motivate me to visit various destinations in Johor.<br>*Saya merasa termotivasi untuk melawat pelbagai destinasi di Johor berdasarkan komen-komen yang diterima pada posting media sosial.* | 1 | 2 | 3 | 4 | 5 |
| SM2 | In the current context, photographs of tourism destinations in Johor on social media stimulate my interest in traveling.<br>*Melalui gambar-gambar destinasi pelancongan di Johor yang dipaparkan di media sosial, minat saya untuk melawat destinasi tersebut semakin meningkat.* | 1 | 2 | 3 | 4 | 5 |
| SM3 | In the current context, the appeal of tours to various tourism destinations in Johor on social media generates my interest in traveling.<br>*Paparan daya tarikan destinasi pelancongan di Johor di media sosial, membangkitkan minat saya untuk melancong ke sana.* | 1 | 2 | 3 | 4 | 5 |
| SM4 | In the current context, user-generated content on social media, particularly shared memories of tourism destinations in Johor, enhances my interest in traveling.<br>*Kandungan yang dihasilkan oleh pengguna di media sosial, terutamanya kenangan yang dikongsi mengenai destinasi pelancongan di Johor, meningkatkan minat saya untuk melancong ke destinasi tersebut.* | 1 | 2 | 3 | 4 | 5 |
| SM5 | The information presented on social media is relevant to me during the process of planning my travels.<br>*Maklumat yang dipaparkan di media sosial adalah relevan dan membantu saya semasa proses merancang perjalanan.* | 1 | 2 | 3 | 4 | 5 |
| SM6 | Utilizing such social media sites enables me to complete my travel planning activities more efficiently. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | *Penggunaan laman media sosial sepenuhnya membolehkan saya menyelesaikan aktiviti perancangan perjalanan dengan lebih efisien.* | | | | | |
| SM7 | I will strongly recommend others to use social media site for travel planning.<br>*Saya akan mengesyorkan dengan yakin kepada orang lain untuk menggunakan laman media sosial dalam merancang perjalanan.* | 1 | 2 | 3 | 4 | 5 |
| SM8 | I will use such sites for travel planning on a regular basis in the future.<br>*Saya akan terus menggunakan laman media sosial secara rutin untuk merancang perjalanan saya pada masa hadapan.* | 1 | 2 | 3 | 4 | 5 |
| SM9 | Using social media while traveling provides a pleasurable experience.<br>*Penggunaan media sosial ketika melancong menyumbang kepada pengalaman perjalanan yang menyenangkan.* | 1 | 2 | 3 | 4 | 5 |
| SM10 | I trust the information shared by travellers on social media sites.<br>*Saya mempercayai maklumat yang dikongsi oleh pelancong melalui laman media sosial sebagai sumber yang sahih boleh dipercayai.* | 1 | 2 | 3 | 4 | 5 |

# APPENDIX 3

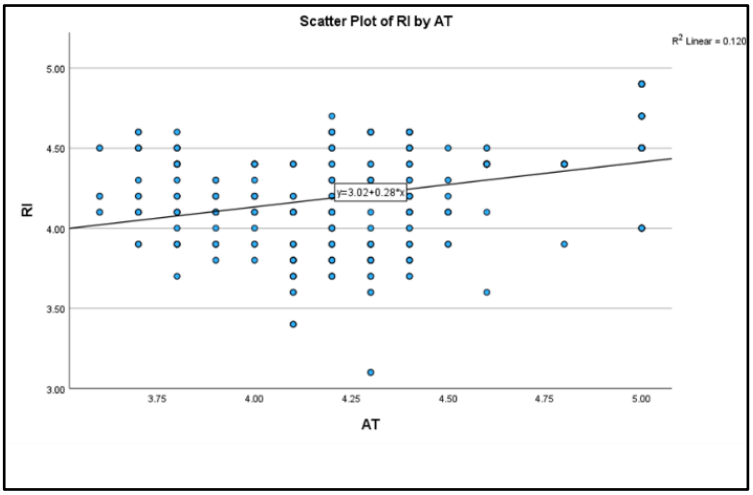
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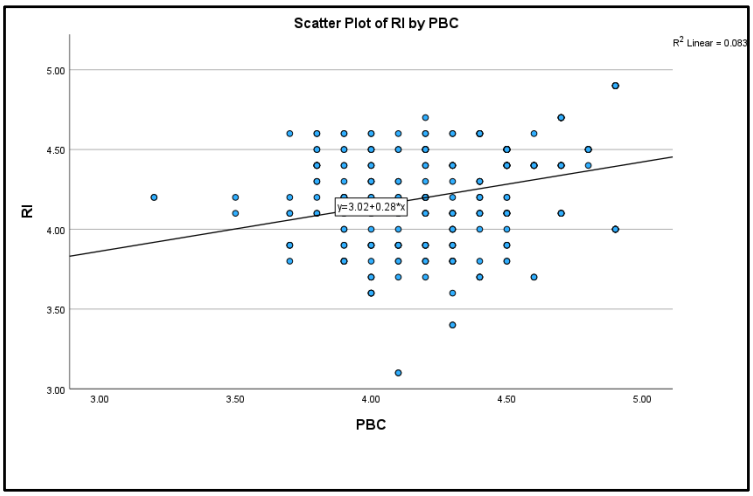
| No | Valid | Missing | Minimum | Maximum |
|---|---|---|---|---|
| Gender | 305 | 0 | 1 | 2 |
| Age | 305 | 0 | 1 | 5 |
| Marital Status | 305 | 0 | 1 | 3 |
| Race | 305 | 0 | 1 | 4 |
| No. of Dependent | 305 | 0 | 1 | 2 |
| Educational Level | 305 | 0 | 1 | 6 |
| Position/Occupational | 305 | 0 | 1 | 5 |
| Monthly Income | 305 | 0 | 1 | 2 |
| RI1 | 305 | 0 | 1 | 5 |
| RI2 | 305 | 0 | 1 | 5 |
| RI3 | 305 | 0 | 1 | 5 |
| RI4 | 305 | 0 | 1 | 5 |
| RI5 | 305 | 0 | 2 | 5 |
| RI6 | 305 | 0 | 1 | 5 |
| RI7 | 305 | 0 | 1 | 5 |
| RI8 | 305 | 0 | 1 | 5 |
| RI9 | 305 | 0 | 1 | 5 |
| RI10 | 305 | 0 | 1 | 5 |
| AT1 | 305 | 0 | 2 | 5 |
| AT2 | 305 | 0 | 1 | 5 |
| AT3 | 305 | 0 | 1 | 5 |
| AT4 | 305 | 0 | 1 | 5 |
| AT5 | 305 | 0 | 1 | 5 |
| AT6 | 305 | 0 | 1 | 5 |
| AT7 | 305 | 0 | 1 | 5 |
| AT8 | 305 | 0 | 1 | 5 |
| AT9 | 305 | 0 | 2 | 5 |
| AT10 | 305 | 0 | 1 | 5 |
| SN1 | 305 | 0 | 1 | 5 |
| SN2 | 305 | 0 | 1 | 5 |
| SN3 | 305 | 0 | 1 | 5 |
| SN4 | 305 | 0 | 1 | 5 |
| SN5 | 305 | 0 | 2 | 5 |
| SN6 | 305 | 0 | 2 | 5 |
| SN7 | 305 | 0 | 2 | 5 |
| SN8 | 305 | 0 | 1 | 5 |
| SN9 | 305 | 0 | 1 | 5 |
| SN10 | 305 | 0 | 1 | 5 |
| PBC1 | 305 | 0 | 1 | 5 |
| PBC2 | 305 | 0 | 1 | 5 |
| PBC3 | 305 | 0 | 2 | 5 |
| PBC4 | 305 | 0 | 1 | 5 |
| PBC5 | 305 | 0 | 1 | 5 |

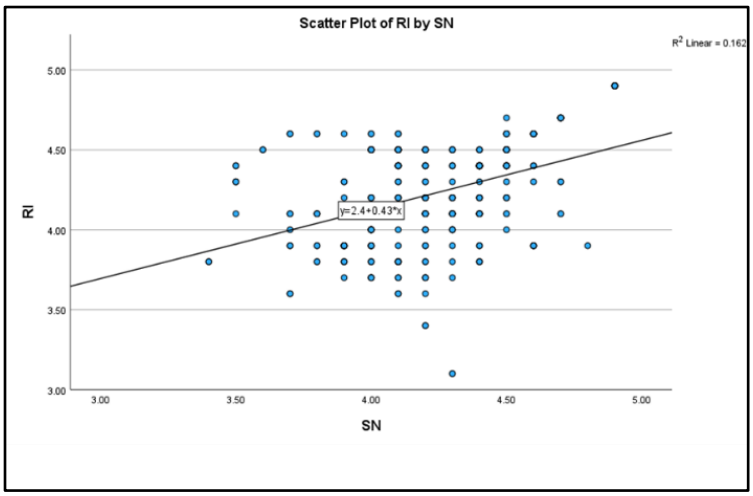
| | | | | |
|---|---|---|---|---|
| PBC6 | 305 | 0 | 1 | 5 |
| PBC7 | 305 | 0 | 1 | 5 |
| PBC8 | 305 | 0 | 1 | 5 |
| PBC9 | 305 | 0 | 1 | 5 |
| PBC10 | 305 | 0 | 2 | 5 |
| MV1 | 305 | 0 | 1 | 5 |
| MV2 | 305 | 0 | 1 | 5 |
| MV3 | 305 | 0 | 1 | 5 |
| MV4 | 305 | 0 | 1 | 5 |
| MV5 | 305 | 0 | 1 | 5 |
| MV6 | 305 | 0 | 2 | 5 |
| MV7 | 305 | 0 | 1 | 5 |
| MV8 | 305 | 0 | 2 | 5 |
| MV9 | 305 | 0 | 1 | 5 |
| MV10 | 305 | 0 | 3 | 5 |
| SM1 | 305 | 0 | 1 | 5 |
| SM2 | 305 | 0 | 1 | 5 |
| SM3 | 305 | 0 | 2 | 5 |
| SM4 | 305 | 0 | 1 | 5 |
| SM5 | 305 | 0 | 1 | 5 |
| SM6 | 305 | 0 | 1 | 5 |
| SM7 | 305 | 0 | 1 | 5 |
| SM8 | 305 | 0 | 1 | 5 |
| SM9 | 305 | 0 | 1 | 5 |
| SM10 | 305 | 0 | 2 | 5 |
| Valid N (listwise) | 305 | | | |

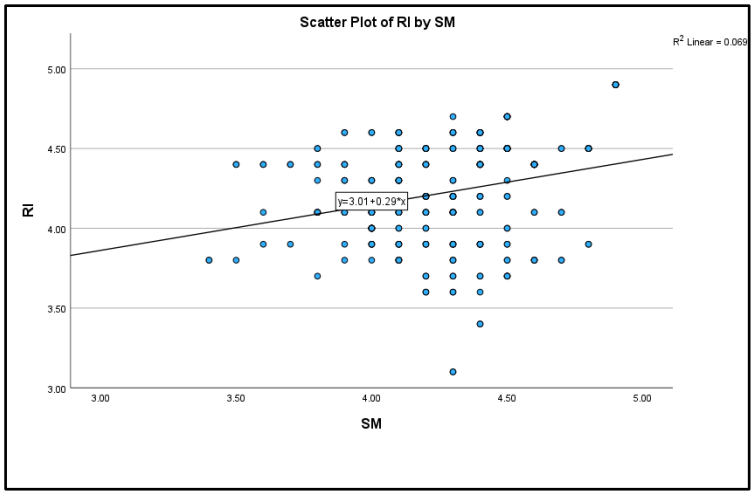
# APPENDIX 4

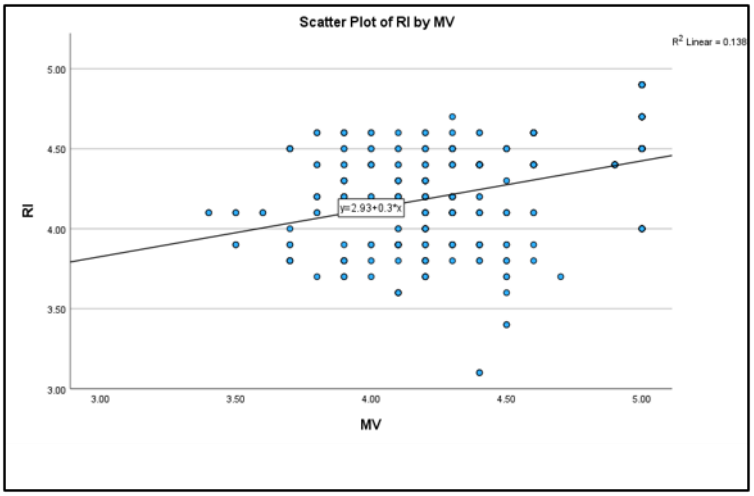
## Linearity




Scatter Plot of RI by SM
R² Linear = 0.069
y=3.01+0.29*x
RI
SM
5.00
4.50
4.00
3.50
3.00
3.00
3.50
4.00
4.50
5.00


Scatter Plot of RI by MV
R² Linear = 0.138
y=2.93+0.3*x
RI
MV
5.00
4.50
4.00
3.50
3.00
3.00
3.50
4.00
4.50
5.00

# APPENDIX 5

## Harman Single-Factor Test: Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.479 | 10.798 | 10.798 | 5.620 | 9.367 | 9.367 |
| 2 | 2.776 | 4.626 | 15.424 | | | |
| 3 | 2.313 | 3.855 | 19.279 | | | |
| 4 | 2.250 | 3.750 | 23.029 | | | |
| 5 | 2.094 | 3.490 | 26.519 | | | |
| 6 | 1.944 | 3.241 | 29.759 | | | |
| 7 | 1.815 | 3.025 | 32.784 | | | |
| 8 | 1.786 | 2.976 | 35.760 | | | |
| 9 | 1.689 | 2.816 | 38.576 | | | |
| 10 | 1.589 | 2.648 | 41.224 | | | |
| 11 | 1.530 | 2.550 | 43.775 | | | |
| 12 | 1.465 | 2.441 | 46.216 | | | |
| 13 | 1.394 | 2.324 | 48.540 | | | |
| 14 | 1.389 | 2.315 | 50.854 | | | |
| 15 | 1.320 | 2.200 | 53.054 | | | |
| 16 | 1.300 | 2.167 | 55.221 | | | |
| 17 | 1.232 | 2.054 | 57.274 | | | |
| 18 | 1.213 | 2.022 | 59.297 | | | |
| 19 | 1.195 | 1.992 | 61.289 | | | |
| 20 | 1.144 | 1.907 | 63.197 | | | |
| 21 | 1.131 | 1.884 | 65.081 | | | |
| 22 | 1.097 | 1.828 | 66.909 | | | |
| 23 | 1.055 | 1.758 | 68.666 | | | |
| 24 | 1.024 | 1.707 | 70.374 | | | |
| 25 | 0.979 | 1.632 | 72.005 | | | |
| 26 | 0.947 | 1.579 | 73.584 | | | |
| 27 | 0.887 | 1.479 | 75.063 | | | |
| 28 | 0.865 | 1.441 | 76.504 | | | |
| 29 | 0.838 | 1.397 | 77.901 | | | |
| 30 | 0.795 | 1.325 | 79.226 | | | |
| 31 | 0.765 | 1.275 | 80.501 | | | |
| 32 | 0.736 | 1.227 | 81.728 | | | |
| 33 | 0.698 | 1.163 | 82.891 | | | |
| 34 | 0.656 | 1.093 | 83.984 | | | |
| 35 | 0.632 | 1.054 | 85.038 | | | |
| 36 | 0.623 | 1.039 | 86.077 | | | |
| 37 | 0.604 | 1.007 | 87.084 | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| 38 | 0.555 | 0.925 | 88.010 | | | |
| 39 | 0.531 | 0.885 | 88.895 | | | |
| 40 | 0.503 | 0.838 | 89.733 | | | |
| 41 | 0.471 | 0.785 | 90.518 | | | |
| 42 | 0.454 | 0.757 | 91.275 | | | |
| 43 | 0.440 | 0.733 | 92.008 | | | |
| 44 | 0.425 | 0.709 | 92.716 | | | |
| 45 | 0.418 | 0.697 | 93.414 | | | |
| 46 | 0.401 | 0.668 | 94.082 | | | |
| 47 | 0.381 | 0.636 | 94.717 | | | |
| 48 | 0.378 | 0.630 | 95.347 | | | |
| 49 | 0.326 | 0.543 | 95.891 | | | |
| 50 | 0.324 | 0.540 | 96.431 | | | |
| 51 | 0.279 | 0.465 | 96.896 | | | |
| 52 | 0.263 | 0.439 | 97.335 | | | |
| 53 | 0.253 | 0.422 | 97.757 | | | |
| 54 | 0.248 | 0.413 | 98.170 | | | |
| 55 | 0.232 | 0.387 | 98.556 | | | |
| 56 | 0.210 | 0.350 | 98.906 | | | |
| 57 | 0.188 | 0.313 | 99.219 | | | |
| 58 | 0.182 | 0.303 | 99.522 | | | |
| 59 | 0.169 | 0.282 | 99.804 | | | |
| 60 | 0.117 | 0.196 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

# APPENDIX 6

## Descriptive Analysis of Each Indicator

| Constructs | Indicators | N | Min | Max | Sum | Mean | Std. Deviation |
|---|---|---|---|---|---|---|---|
| Revisit Intention (RI): | RI1 | 305 | 1 | 5 | 1266 | 4.15 | 0.829 |
| Mean | RI2 | 305 | 1 | 5 | 1282 | 4.20 | 0.798 |
| = 4.2223 | RI3 | 305 | 1 | 5 | 1304 | 4.28 | 0.681 |
| Std. Deviation | RI4 | 305 | 1 | 5 | 1290 | 4.23 | 0.707 |
| = 0.31907 | RI5 | 305 | 2 | 5 | 1266 | 4.15 | 0.759 |
| | RI6 | 305 | 1 | 5 | 1305 | 4.28 | 0.742 |
| | RI7 | 305 | 1 | 5 | 1288 | 4.22 | 0.879 |
| | RI8 | 305 | 1 | 5 | 1295 | 4.25 | 0.820 |
| | RI9 | 305 | 1 | 5 | 1289 | 4.23 | 0.781 |
| | RI10 | 305 | 1 | 5 | 1293 | 4.24 | 0.785 |
| Attitude (AT): | AT1 | 305 | 2 | 5 | 1342 | 4.40 | 0.657 |
| Mean | AT2 | 305 | 1 | 5 | 1326 | 4.35 | 0.785 |
| = 4.3207 | AT3 | 305 | 1 | 5 | 1310 | 4.30 | 0.891 |
| Std. Deviation | AT4 | 305 | 1 | 5 | 1330 | 4.36 | 0.749 |
| = 0.31907 | AT5 | 305 | 1 | 5 | 1322 | 4.33 | 0.819 |
| | AT6 | 305 | 1 | 5 | 1307 | 4.29 | 0.859 |
| | AT7 | 305 | 1 | 5 | 1297 | 4.25 | 0.842 |
| | AT8 | 305 | 1 | 5 | 1305 | 4.28 | 0.955 |
| | AT9 | 305 | 2 | 5 | 1305 | 4.28 | 0.755 |
| | AT10 | 305 | 1 | 5 | 1334 | 4.37 | 0.729 |
| Subjective Norm (SN): | SN1 | 305 | 1 | 5 | 1311 | 4.30 | 0.716 |
| Mean | SN2 | 305 | 1 | 5 | 1288 | 4.22 | 0.763 |
| = 4.2210 | SN3 | 305 | 1 | 5 | 1293 | 4.24 | 0.742 |
| Std. Deviation | SN4 | 305 | 1 | 5 | 1282 | 4.20 | 0.692 |
| = 0.29717 | SN5 | 305 | 2 | 5 | 1280 | 4.20 | 0.783 |
| | SN6 | 305 | 2 | 5 | 1274 | 4.18 | 0.717 |
| | SN7 | 305 | 2 | 5 | 1298 | 4.26 | 0.674 |
| | SN8 | 305 | 1 | 5 | 1286 | 4.22 | 0.706 |
| | SN9 | 305 | 1 | 5 | 1275 | 4.18 | 0.916 |
| | SN10 | 305 | 1 | 5 | 1287 | 4.22 | 0.795 |
| Perceived Behavioural | PBC1 | 305 | 1 | 5 | 1289 | 4.23 | 0.738 |
| Control (PBC): | PBC2 | 305 | 1 | 5 | 1295 | 4.25 | 0.832 |
| Mean | PBC3 | 305 | 2 | 5 | 1286 | 4.22 | 0.756 |
| = 4.2856 | PBC4 | 305 | 1 | 5 | 1312 | 4.30 | 0.703 |
| Std. Deviation | PBC5 | 305 | 1 | 5 | 1312 | 4.30 | 0.770 |
| = 0.32886 | PBC6 | 305 | 1 | 5 | 1318 | 4.32 | 0.816 |
| | PBC7 | 305 | 1 | 5 | 1275 | 4.18 | 0.797 |
| | PBC8 | 305 | 1 | 5 | 1319 | 4.32 | 0.695 |
| | PBC9 | 305 | 1 | 5 | 1328 | 4.35 | 0.807 |
| | PBC10 | 305 | 2 | 5 | 1337 | 4.38 | 0.669 |
| Motivation (MV): | MV1 | 305 | 1 | 5 | 1322 | 4.33 | 0.782 |
| Mean | MV2 | 305 | 1 | 5 | 1338 | 4.39 | 0.770 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| = 4.3249 | MV3 | 305 | 1 | 5 | 1310 | 4.30 | 0.850 |
| Std. Deviation | MV4 | 305 | 1 | 5 | 1329 | 4.36 | 0.739 |
| = 0.39633 | MV5 | 305 | 1 | 5 | 1309 | 4.29 | 0.801 |
| | MV6 | 305 | 2 | 5 | 1299 | 4.26 | 0.856 |
| | MV7 | 305 | 1 | 5 | 1319 | 4.32 | 0.841 |
| | MV8 | 305 | 2 | 5 | 1320 | 4.33 | 0.728 |
| | MV9 | 305 | 1 | 5 | 1286 | 4.22 | 0.858 |
| | MV10 | 305 | 3 | 5 | 1359 | 4.46 | 0.601 |
| Social media (SM): | SM1 | 305 | 1 | 5 | 1309 | 4.29 | 0.750 |
| Mean | SM2 | 305 | 1 | 5 | 1294 | 4.24 | 0.782 |
| = 4.2656 | SM3 | 305 | 2 | 5 | 1304 | 4.28 | 0.695 |
| Std. Deviation | SM4 | 305 | 1 | 5 | 1294 | 4.24 | 0.712 |
| = 0.29306 | SM5 | 305 | 1 | 5 | 1291 | 4.23 | 0.753 |
| | SM6 | 305 | 1 | 5 | 1289 | 4.23 | 0.733 |
| | SM7 | 305 | 1 | 5 | 1299 | 4.26 | 0.749 |
| | SM8 | 305 | 1 | 5 | 1308 | 4.29 | 0.775 |
| | SM9 | 305 | 1 | 5 | 1317 | 4.32 | 0.778 |
| | SM10 | 305 | 2 | 5 | 1305 | 4.28 | 0.751 |

# AUTHOR'S PROFILE



Zulaffendi Bin Jamalludin is currently pursuing the Master of Science in Business and Management at Universiti Teknologi MARA (UiTM), Johor, Pasir Gudang Campus. His academic path began with a Diploma in Interior Design from UiTM Seri Iskandar, Perak, which he completed in 2008. He later transitioned into the field of business and obtained a Bachelor's Degree in Business Management (Hons.) Finance from UiTM Pasir Gudang, Johor, graduating in 2022. His research interests are reflected in his master's research project entitled *Determinants of Tourists' Revisit Intention to Johor: Examining Motivation and the Moderating Role of Social Media*, which focuses on understanding tourist behaviour through established behavioural theories.

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**LIST OF CONFERENCE PRESENTATION**

International Conference on Business Intelligence, Industrial engineering & Management (ICBIIEM 2024), UMPSA.

Project Title: Tourism and Smart Cities: Business Strategies for Sustainable

Urban Development.

Award: Best Presenter (Business and Management Cluster)

**LIST OF INNOVATIONS**

14th Creation, Innovation, Technology & Research Exposition (CITREX 2024), UMPSA.

Project Title: Revisit Intention Model of Behaviour

Award: Silver medal

Johor International Innovation, Invention Competition and Symposium (JIICAS 2024), UiTM Caw.Johor, Kampus Pasir Gudang.

Project Title: Revitalizing Tourism in Johor: Unveiling the Power of Social Media.

Award: Silver medal