

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF DOMESTIC
EDU-TOURISTS' PERCEIVED
VALUE, SATISFACTION AND
PERCEIVED RISKS ON THEIR
BEHAVIORAL INTENTIONS
TOWARDS EDU-TOURISM
PACKAGES IN MALAYSIA**

NORNAJIHA BINTI KAMDI

PhD

November 2021

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Nornajiha Binti Kamdi

Student I.D. No. : 2015415244

Programme : Doctor of Philosophy (Hotel and Tourism
Management) – HM950

Faculty : Hotel and Tourism Management

Thesis Title : The Influence of Domestic Edu-Tourists' Perceived
Value, Satisfaction and Perceived Risks on their
Behavioral Intentions towards Edu-tourism Packages
in Malaysia

Signature of Student : 

Date : November 2021

ABSTRACT

The informal edu-tourism that comprises travels for the purpose of informal education and lifelong learning has become a well-developed trend that uses tourism as a tool to complement learning and accumulating experiences from practice. One of the ongoing efforts include the development of Malaysia 101 Edu-tourism Packages (M1EP), a niche platform hosted by several universities in the country. However, universities that consistently generate income from the edu-tourism packages continue to be dominated by only a few. The potential of informal edu-tourism and how domestic edu-tourists perceive the edu-tourism packages is overlooked. This study fills this void by investigating the relationships between perceived value, overall satisfaction and behavioural intentions, and by examining the moderating influence of perceived risk in the context of edu-tourism packages. Respondents were domestic edu-tourists who have experienced edu-tourism packages under M1EP. A total of 372 usable data were analysed using the Smart-PLS 3.0 and SPSS software. The results were consistent with those from previous studies showing that perceived value has a significant role in forming satisfaction and behavioural intention. The four significant values namely experiential value (universities/edu-tourist interaction, activity participation, culture and knowledge); functional value (establishment, service quality, the image and price); social value (social image, enhancement of social self-concept, and social interaction.); and epistemic value (knowledge and skill) were discovered to affect the domestic edu-tourist overall value perceptions towards the edu-tourism packages. This implies that managing and marketing these four value dimensions in edu-tourism packages is extremely critical towards favourable value creation. University organizers and marketers are recommended to take into account the order of importance of these value dimensions to better develop positioning strategies and to successfully promote this particular type of tourism. The result also shows strong support for the hypothesis that perceived risk moderate the relationship between satisfaction and behavioural intention, and the effect is more pronounced in the perceived low risk packages.

ACKNOWLEDGEMENT

Firstly, I wish to thank Allah almighty for His blessings and grace for me to have the opportunity to embark on my PhD and for completing this long and challenging journey successfully. I hope that this research will provide valuable information on edu-tourism.

My gratitude and thanks go to my main supervisor, Professor Dr. Salamiah A. Jamal for her supervision and patience. Her constant yet light handed approach put just enough pressure on me to finish my dissertation without feeling overwhelmed. I would not go this far if it would not because of her constant support. I also like to thank my second supervisor, Dr. Faiz Izwan Anuar who provided valuable feedback in improving my dissertation. My heartfelt gratitude also goes to all the staff and lecturers of Faculty of Hotel and Tourism Management, UiTM Puncak Alam for all the help and support during my study.

Thank you to all my former and present friends in PhD field especially to Norhaslin, Izyanti, Hajar, Anis, Hazreel, Hamzani, Zarina, Hazlina, Julia, Suzana, Norazean, Agus, Ritzwan, Syaz and you know who you are, for the assistance and continuant support mentally and spiritually. Thank you for always making my experience in this journey a journey to remember.

My appreciation goes to the crewmembers of Tourism Malaysia and Universities that provided the facilities and assistance during sampling. I would like to extend my appreciation to all the edu-tourists in Malaysia who had participated in my survey. Without them, this research would have been possible.

Finally, this thesis is dedicated to my family members (warisan HJ Kamdi) – my sisters Along Normah and especially to my late mother and abah (Hajah Marinam & Hj Kamdi). To my *mak angkat* Hajah Robitah Hanom, thank you for her endless doa and prayers and the vision and determination to educate me. This piece of victory is dedicated to you. Alhamdulillah.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xii
LIST OF FIGURES	xv
CHAPTER ONE INTRODUCTION	1
1.1 Preamble	1
1.2 Background of The Study	1
1.3 Problem Statement	4
1.4 Objectives	6
1.5 Research Questions	6
1.6 Significance of The Study	7
1.6.1 Theoretical Significance	7
1.6.2 Practical Significance	9
1.7 Scope of Study	9
1.8 Definitions of Terms	10
1.8.1 Edu-tourism	10
1.8.2 Domestic Edu-tourist	10
1.8.3 Universities	10
1.8.4 Edu-tourism Package	10
1.8.5 Perceived Value	11
1.8.6 Functional Value	11
1.8.7 Experiential Value	11
1.8.8 Epistemic Value	12
1.8.9 Social Value	12
1.8.10 Overall Satisfaction	12