

2024

FBM

Insights



eISSN 2716-599X



772716 599000
e-ISSN 2716-599X

VOLUME 9

FACULTY OF
BUSINESS AND
MANAGEMENT

UiTM *di hatiku*

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 30 April 2024

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

FBM INSIGHTS EDITORIAL BOARD

Advisor

Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

Chief Editor

Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah
Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah Managing

Managing Editor

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah
Puan Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah
Puan Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Editors

Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah
Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah
Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah
Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah
Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah
Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah
Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah
Encik Mohd Radzi bin Mohd Khir, Universiti Teknologi MARA Cawangan Kedah
Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah
Puan Syukriah binti Ali, Universiti Teknologi MARA Cawangan Kedah
Dr. Rabitah binti Harun, Universiti Teknologi MARA Cawangan Kedah
Puan Fatihah Norazami binti Abdullah, Universiti Teknologi MARA Cawangan Kedah
Puan Jamilah binti Laidin, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor

Dr. Siti Norfazlina binti Yusof, Universiti Teknologi MARA Cawangan Kedah
Dr. Berlian Nur binti Morat, Universiti Teknologi MARA Cawangan Kedah
Puan Nor Asni Syahriza binti Abu Hassan, Universiti Teknologi MARA Cawangan Kedah

Secretary

Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah
Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

Technical Board

Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Graphic Designer

Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

TABLE OF CONTENTS

Editorial Board.....	iii
1. RISK ATTITUDE AMONG ENTREPRENEURS VENTURING INTO FAMILY BUSINESSES OF SMALL AND MEDIUM ENTERPRISES (SME) <i>Siti Nurul Aini Binti Mohd Rodzi, Mursyida binti Mahshar & Siti Nazirah Omar</i>	1
2. THE IMPACT OF QR CODE IMPLEMENTATION ON THE LEVEL OF SATISFACTION AMONG RESTAURANT CUSTOMERS <i>Nurliyana Abas, Hanani Hussin & Law Kuan Kheng</i>	3
3. GREEN FINANCE: THE ROLE OF FINANCIAL INSTITUTIONS <i>Shahiszan Ismail, Nor Azira Ismail & Jamilah Laidin</i>	8
4. HELPING REFUGEES IN MALAYSIA: HOW ZAKAT IS MAKING A DIFFERENCE <i>Mohd Fazil Jamaludin, Mohd Shafiz Saharan & Khairul Azfar Adzahar</i>	11
5. BEYOND PROFIT: THE IMPACT OF ALTRUISM ON MARKETING <i>Norhidayah Ali, Azni Syafena Andin Salamat & Suhaida Abu Bakar</i>	14
6. COMMUNITY ENGAGEMENT (CE) AND MYRA STAR RATING (MSR): ITS APPLICATION AND SIGNIFICANCE <i>Norhafiza Hassim & Shamsinar Ibrahim</i>	17
7. NAVIGATING TOXIC WORK ENVIRONMENTS: UNDERSTANDING STRATEGIES FOR REMEDIATION <i>Shamsinar Ibrahim, Hasyimah Razali & Cesia Rizkika Parahiyanti</i>	19
8. WAQF LAND MANAGEMENT FOR PROPERTY DEVELOPMENT: A CATALYST FOR WELFARE AND BENEFITS TO THE POOR <i>Zuraidah Mohamed Isa, Dahlia Ibrahim & Zaiful Affendi Ahmad Zabib</i>	22
9. THE INFLUENCING FACTORS OF ONLINE REVIEWS ON PURCHASE DECISIONS <i>Fatihah Norazami Binti Abdullah, Noriza Binti Mohd Saad & Nor Edi Azhar Binti Mohamed</i>	24
10. APPLICATION OF TECHNOLOGY TO IMPROVE WAQF PERFORMANCE <i>Dahlia binti Ibrahim & Zuraidah Mohamed Isa</i>	28
11. ADVANCING QUALITY EDUCATION THROUGH ARTIFICIAL INTELLIGENCE <i>Hafizah Hammad Ahmad Khan, Noorlailahusna Mohd Yusof & Abdul Bari Khan</i>	30
12. JOURNEY THROUGH KEDAH: PERSONALIZED TRAVEL ITINERARY CRAFTED WITH CHATGPT <i>Nurul Hayani Abd Rahman, Rabitah Harun & Nani Ilyana Shafie</i>	32
13. TOURISM UNDER THE NATIONAL DEVELOPMENT PLAN IN MALAYSIA <i>Muhammad Hanif Othman & Zouhair Mohd Rosli</i>	36

JOURNEY THROUGH KEDAH: PERSONALIZED TRAVEL ITINERARY CRAFTED WITH CHATGPT

Nurul Hayani Abd Rahman
Faculty Business and Management, Universiti Teknologi MARA Cawangan Kedah
nurulhayani@uitm.edu.my

Rabitah Harun
Faculty Business and Management, Universiti Teknologi MARA Cawangan Kedah
rabitah@uitm.edu.my

Nani Ilyana Shafie
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Selangor
nani.ilyana@uitm.edu.my

Kedah is a state of Malaysia, located in the northwestern part of Peninsular Malaysia. The state's capital is Alor Setar, and the royal seat is in Anak Bukit. Kedah is rich in history and home to majestic mosques, including the iconic Masjid Zahir. Kedah's royal legacy is celebrated through the Kedah Royal Museum, offering a glimpse into the monarchy's heritage. The state's natural beauty is showcased in places like Gunung Jerai. The natural beauty and heritage of Kedah have attracted many tourists, making the tourism industry the state's pivotal economic sector.

Table 1 illustrates the annual number of visitors to Kedah from 2012 to 2021. According to the table, there was an upward trajectory in the number of visitors from 2012 to 2019, reaching a peak of 14,831,000 in 2019, followed by a slight decline to 10,108,000 in 2020, potentially attributed to global factors like the COVID-19 pandemic. The number of visitors further decreased to 4,023,002 visitors in 2021. This reflected the continued impact of external events on tourism in the state. Despite these variations, the overall trend suggests significant growth in the state's tourism in the earlier years, followed by stability in the later years with fluctuations possibly influenced by broader socio-economic factors.

Table 1: Kedah domestic tourism

Year	Number of visitors
2022	11,186,197
2021	4,023,002
2020	10,108,000
2019	14,831,000
2018	14,480,018
2017	13,304,535
2016	13,188,000
2015	12,425,000
2014	11,372,809
2013	8,706,000
2012	8,474,000

Source: CEIC Data (2021)

Kedah is the oldest existing kingdom in Southeast Asia (Malaysia Productivity Corporation, 2019). The 'Visit Kedah 2025' initiative has gained traction, demonstrating the concerted efforts of tourism players to enhance the state's appeal and visitor experience (Ahmad Mukhsein, 2023). This article suggested a personalised travel itinerary in Kedah. The itinerary was a tailor-made journey from Alor Setar to Sungai Petani, Kedah that was

specifically designed to suit tourist preferences. ChatGPT, an artificial intelligence (AI) tool, was selected to create an itinerary to help tourists make informed choices regarding the places to be included in their itinerary, as well as routes, transport options, and costs involved (Dwivedi et al., 2024). The use of ChatGPT has been supported by Sudirjo et al. (2023). The study found that ChatGPT improves tourists' information search and decision-making process by providing quick and effective recommendations, information, and customer service, which help tourists in planning their trips more easily and efficiently.

The prompt 'Suggest a 3-day, 2-night itinerary in Kedah' was uploaded into ChatGPT. The generated responses were as follows:

Day 1: Historical Exploration in Alor Setar
Day 2: Nature and Cultural Immersion
Day 3: Island Escape to Langkawi

Then, the second prompt 'Suggest itinerary for driving from south to north of Kedah' was uploaded into ChatGPT. The generated responses were as follows:

Day 1: Southern Exploration in Baling
Day 2: Nature and Heritage in Kuala Nerang
Day 3: Coastal Drive to Kuala Kedah

By adding a modern and innovative touch to travel planning, tourists travelling from Alor Setar to Sungai Petani would likely ignore Langkawi, Baling, and Kuala Nerang due to distance and travelling route. The decision was made to include historical exploration, coastal drive, and natural and cultural immersion activities, as suggested by ChatGPT (OpenAI, 2023). The generated responses for a 3 days and 2 nights itinerary for tourists travelling from Alor Setar to Sungai Petani were as follows:

Day 1: Historical exploration in Alor Setar

Start your day by visiting Alor Setar Tower, an iconic landmark offering panoramic views of the city and its surroundings. The tower stands tall at 165.5 meters and provides a breath-taking perspective of Alor Setar and the scenic landscapes of Kedah. Capture the beauty of the city from the observation deck at a height of 88 meters (PLANMalaysia Kedah, 2023) and enjoy the refreshing morning air.

After soaking in the views from the tower, head to Masjid Zahir, one of Malaysia's most magnificent mosques built in 1912. Masjid Zahir is known for its stunning architecture and cultural significance and has been voted as one of the world's top 10 most beautiful mosques (Malaysia Tourism Promotion Board, 2023). Take your time to explore the mosque's intricate design, learn about its history, and appreciate the tranquil atmosphere.

Following lunch, delve into the rich royal history of Kedah by visiting the Kedah Royal Museum. The museum provides insights into the royal heritage, showcasing artifacts, historical documents, and exhibits related to the monarchy. Take a journey through time and learn about the fascinating history of Kedah's royalty.

This detailed itinerary for Day 1 in Alor Setar ensures a well-rounded experience, combining panoramic views and cultural exploration, in the heart of Kedah's capital city.

Day 2: Coastal Drive to Kuala Kedah

Begin your day with a scenic coastal drive from your current location to Kuala Kedah. Enjoy the picturesque views of the coastline, pass through charming coastal towns, and witness the tranquil beauty of the sea. The journey itself becomes an exploration of the coastal scenery, offering a refreshing start to the day.

Upon reaching Kuala Kedah, immerse yourself in history by visiting Kuala Kedah Fort. This fort, with its strategic location overlooking the sea, holds historical significance. Explore the well-preserved structures and cannons and learn about the fort's role in the region's maritime history. Take in the panoramic views of the surrounding landscape and the sea from this historical vantage point.

After a dose of history, transition into a more adventurous afternoon. Engage in water activities like kayaking or opt for boat tours in the coastal waters of Kuala Kedah. Experience the refreshing sea breeze and explore the natural beauty of the area from a different perspective. It's an opportunity to add a touch of adventure to your coastal exploration. This detailed itinerary for Day 2 in Kuala Kedah combines coastal exploration, historical immersion, and water activities offering a diverse and enriching experience in this coastal town.

Day 3: Nature and Cultural Immersion

Begin your morning by embarking on a scenic drive to Gunung Jerai, an ancient volcano that stands majestically in Kedah. The journey itself provides glimpses of rural landscapes and the transition from urban to natural surroundings. As you approach the foothills of Gunung Jerai, the air becomes cooler, and the lush greenery welcomes you to this natural wonder. Upon reaching Gunung Jerai, immerse yourself in the lush surroundings of the ancient volcano. Take a nature walk or hike to vantage points that offer panoramic views of the surrounding landscapes. Capture the beauty of the flora and fauna that thrive in this pristine environment. This exploration allows you to connect with nature and appreciate the serene ambiance of Gunung Jerai.

End your day relaxing at Pantai Merdeka, a picturesque beach along the coast of Kedah. Enjoy the soothing sound of the waves, stroll along the sandy shores, or simply unwind with a book while taking in the coastal breeze. Pantai Merdeka offers a tranquil setting for those seeking a peaceful retreat by the sea.

In conclusion, Kedah's tourism campaign, 'Visit Kedah Year 2025', can cater to a wide range of interests, from cultural and historical exploration to nature and adventure tourism by showcasing the state's diverse array of attractions. Kedah can enhance its tourism offerings by arranging a range of events, thereby appealing to various interests and demographics. This can facilitate the attraction of a more diverse array of visitors and enhance their engagement for extended durations. For the next travel adventure, tourists could explore the exhibits that reveal the cultural and historical significance of this ancient site, offering a glimpse into Malaysia's past. For example, tourists could consider Lembah Bujang Archaeological Museum. This museum showcases artifacts and historical remnants from the ancient Bujang Valley civilisation, providing insights into Kedah's rich archaeological heritage.

REFERENCES

Ahmad Mukhsein, M. (2023, November 16). Visit Kedah 2025 initiative gains traction as tourism players rally for Langkawi's resurgence. *New Straits Times*. <https://www.nst.com.my/news/nation/2023/11/979002/visit-kedah-2025-initiative-gains-traction-tourism-players-rally>

- CEIC Data (2021, January 18). Malaysia domestic tourism: Number of visitors: Kedah. <https://www.ceicdata.com/en/malaysia/domestic-tourism/domestic-tourism-number-of-visitors-kedah>
- Dwivedi, Y. K., Pandey, N., Currie, W., & Micu, A. (2024). Leveraging ChatGPT and other generative artificial intelligence (AI)-based applications in the hospitality and tourism industry: practices, challenges and research agenda. *International Journal of Contemporary Hospitality Management*, 36(1), 1-12.
- PLANMalaysia Kedah (2023, December 28). Sejarah Kedah. <https://planmalaysiakedah.kedah.gov.my/index.php/component/content/article/103-planmalaysia/artikel-pmk-sejarah-kedah/153-menara-alor-setar?Itemid=543>
- Malaysia Tourism Promotion Board (2023). Zahir Mosque. <https://www.malaysia.travel/explore/zahir-mosque>
- Malaysia Productivity Corporation (2019, December). Kedah visitors' directory 2020. <https://www.kedah.gov.my/wp-content/uploads/2022/01/kualamuda.pdf>
- OpenAI (2023). *ChatGPT* (December 28 version) [Large language model]. <https://chat.openai.com>
- Sudirjo, F., Diawati, P., Riady, Y., Ausat, A. M. A., & Suherlan, S. (2023). The role of ChatGPT in enhancing the information search and decision-making process of travellers. *Jurnal Minfo Polgan*, 12(2), 500-507.