

FACTOR INFLUENCING GENERATION Y TOURISM TO USE SOCIAL  
MEDIA IN MELAKA

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## SUPERVISOR'S AND PANEL APPROVAL

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## DECLARATION

“I hereby declare that this thesis entitle “Factors Influencing Generation Y Tourism to Use Social Media in Melaka” is my own work except for the quotations summaries that have been duly acknowledged”

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## DEDICATION

I would like to express my greatest appreciation to my family for their kind cooperation that helps me in completion of this project. Their encouragement and enthusiasm have guided me through the whole journey in completing this report.

In addition, special gratitude to my final year project supervisor, Encik Isma Addi bin Jumbri, who led and encouraged me in completing this project. I am highly appreciate for his guidance and constant supervision as well as for providing necessary information regarding the project. I would also like to thank Dr. Nurul Zarirah bt Nizam, her comments and questions will be useful in my completion of the thesis. Besides, the thesis also dedicated to Universiti Teknikal Malaysia Melaka (UTeM) who gives me the golden opportunity to explore the research regard to my research topic.

My gratitude and appreciation also go to my friends and members of the same team who have willingly helped me out with their abilities. Not only that I truly value all those who provided me the possibilities to finish this report.

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## ABSTRACT

This research was to investigate factors influencing Generation Y to use social media as a travel information search in Melaka. Social media has essentially redesigned and reshaped the approach of tourism information or the way people plan and arrange for their travel. In January to April 2017, the total number of tourists visiting Melaka rose to 5.38 million in the first four months of this year as compared to 4.77 million for the same period last year. Hence, this research was to determine the relationship between factors influencing Generation Y tourism to use social media in selecting a destination to travel in Melaka. This research also targeted 250 tourists in Melaka and the target respondent are Generation Y who visit Melaka. The findings of this research reveal three independent variables (informativeness, trustworthiness, and interactiveness). The researcher was spreading questionnaires and the data will then be analyzed by applying Statistical package for social science (SPSS) with descriptive analysis, correlation analysis, and multi-regression analysis. Informativeness was the most influencing factor influence Generation Y tourism to use social media in selecting a travel destination then followed by interactiveness and trustworthiness was the least influencing factor. The result shows that both of the factors has a significant positive relationship toward the intention to use social media.

Keywords: social media, tourists, traveler, Generation Y, factors, influence, intention to use

## ABSTRAK

*Kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi Generasi Y untuk menggunakan media sosial sebagai pencarian maklumat perjalanan di Melaka. Media sosial telah direka bentuk semula dan membentuk semula tentang pendekatan pencarian maklumat perjalanan atau cara orang merancang dan mengatur perjalanan mereka. Pada Januari hingga April 2017, jumlah pelancong yang melawat Melaka meningkat kepada 5.38 juta dalam tempoh empat bulan pertama tahun ini berbanding 4.77 juta pada tempoh yang sama tahun lepas. Oleh itu, kajian ini adalah untuk menentukan hubungan antara faktor yang mempengaruhi pelancongan Generasi Y untuk menggunakan media sosial dalam memilih destinasi untuk melancong di Melaka. Penyelidikan ini juga mensasarkan 250 orang pelancong di Melaka dan responden sasaran ialah Generasi Y yang melawat Melaka. Penemuan kajian ini mendedahkan tiga pembolehubah bebas (Maklumat, kepercayaan, dan interaktif). Penyelidik menyebarkan soal selidik dan data dianalisis dengan Statistical package for social science (SPSS) dengan analisis deskriptif, analisis korelasi, dan analisis pelbagai regresi. Maklumat adalah faktor yang paling berpengaruh mempengaruhi pelancongan Generasi Y untuk menggunakan media sosial dalam memilih destinasi perjalanan kemudian diikuti oleh interaksi dan kepercayaan adalah faktor paling kurang mempengaruhi. Hasilnya menunjukkan bahawa semua faktor mempunyai hubungan positif terhadap ingin untuk menggunakan media sosial.*

*Kata kunci: media sosial, pelancong, pengembara, Generasi Y, faktor, pengaruh, ingin untuk digunakan*

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**LIST OF ABBREVIATIONS AND SYMBOL**

<b>ABBREVIATIONS</b>	<b>MEANING</b>
ANOVA	Analysis of Variance
$H_0$	Null Hypothesis
$H_1$	Alternative Hypothesis
SPSS	Statistical Packages for the Social Science
IV	Independent Variables
DV	Dependent Variable

**LIST OF APPENDICES**

<b>APPENDIX</b>	<b>TITLE</b>
APPENDIX 1	Questionnaire
APPENDIX 2	Gantt Chart





## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

In Chapter 1 mentioned about the background regarding Factors influencing Generation Y tourism to use social media in Melaka. Next, the important that triggers with the research questions and ends up in the research objective. This study will introduce a short elaboration on some key components and elements like the importance of social media, the tourism industry in Malaysia. Not only that, but the researcher also will describe the issue occur, identify the problem statement as well as provide an effective solution. In Chapter 1 also conjointly enclosed the scope of the study, limitation featured similarly as important of research. The scope of this study can solely be restricted to Melaka, Malaysia and a selected people of respondent tested solely.

## 1.1 Background of Studies

Nowadays, the internet has designed individuals expertise as a region in their daily lives and impossible without the internet. The method society consumes and contributes to the creation of data ever-changing by social media. Moreover, social media is an assortment of applications that operates on the internet Web 2.0 and permits each the institution and data or information exchange of contents among the users and application suppliers (Kaplan & Haenlein, 2010). Malaysian Communications and Multimedia Commission (MCMC) in 2017 mentioned 24.5 million users (76.9%) have access to the Internet, and the others 7.5 million (23.1%) do not have access to the Internet from 32 million peoples in Malaysia.

Besides that, social media has essentially redesigned and reshaped the approach of tourism information or the method people plan their travel schedule (Buhalis & Law, 2008). Social media also enable and allow tourists to share or post regarding travel experiences, picture, and suggestion as a reference to other tourists. The users gaining well additional power indecisive the assembly and distribution of knowledge because of the flattening of access on the internet. Not only that the social media conjointly traveler experiences because the traveler can arrange, reconstruct as well as relive their travel trip by using social media (Pudliner, 2007; Tussyadiah & Fesenmaier, 2009).

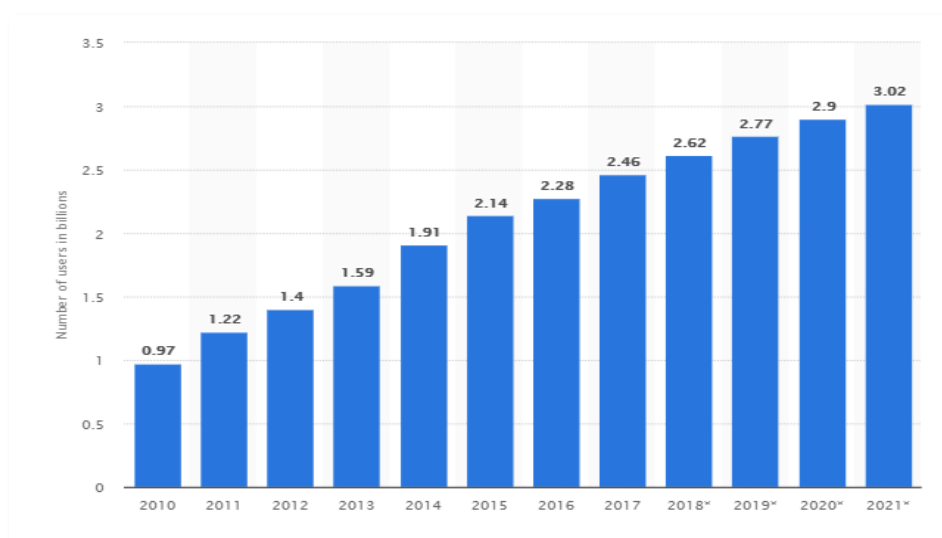


Figure1: Number of social network users worldwide from 2010 to 2021

(Source: Statista.com, 2017)

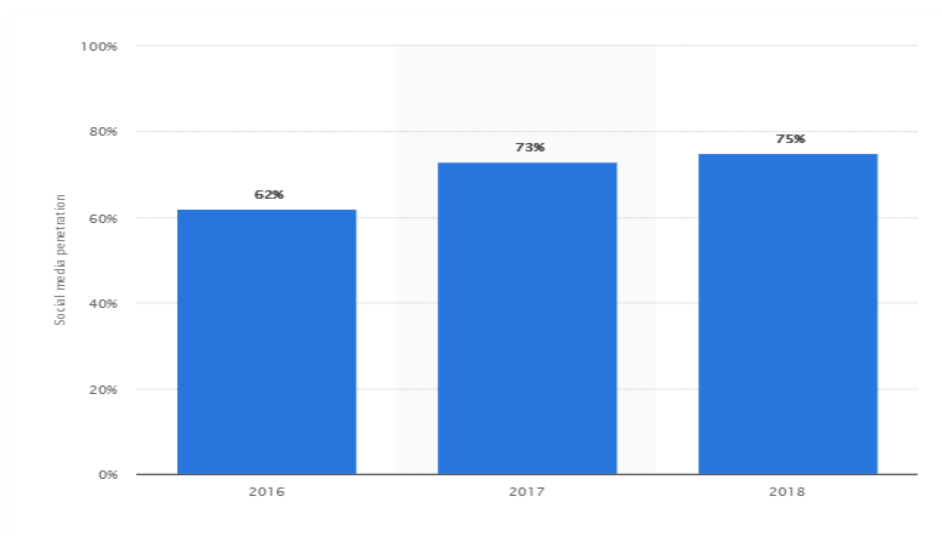


Figure 2: Social Media Users from 2016-2018 in Malaysia  
(Source: Statista.com, 2017)

Figure one indicates the total number of social media user from worldwide from 2010 to 2021. In 2019, it's calculable that there'll be around two.77 billion social network users around the globe, up from 2.46 billion in 2017. Figure two indicate the percentage of the total population use social media in Malaysia from 2016 to 2018. From the result, most of the Malaysian was active use social media in 2018. Therefore, social media direct influence on the travel industry. People use social media as approach tourists and travelers for, find and browse info regarding their travel plans such as travel destinations or tourist suppliers. Travelers also can post and share their comment regarding their experience through YouTube, Facebook, Instagram or others (Sigala et al., 2012). Most of the tourist have Internet access to social media to read or post information regarding their travel experiences in selecting a destination to travel.

**Tourist Arrivals & Receipts to Malaysia by Year**

YEAR	ARRIVALS	RECEIPTS (RM)
2017	25.95 million	82.1 Billion
2016	26.76 million	82.1 Billion
2015	25.72 million	69.1 Billion
2014	27.44 million	72.0 Billion
2013	25.72 million	65.4 Billion
2012	25.03 million	60.6 Billion
2011	24.71 million	58.3 Billion
2010	24.58 million	56.5 Billion
2009	23.65 million	53.4 Billion
2008	22.05 million	49.6 Billion
2007	20.97 million	53.4 Billion

Figure 3: Tourist Arrivals & Receipts to Malaysia from 2007-2017  
(Source: Statista.com, 2017)

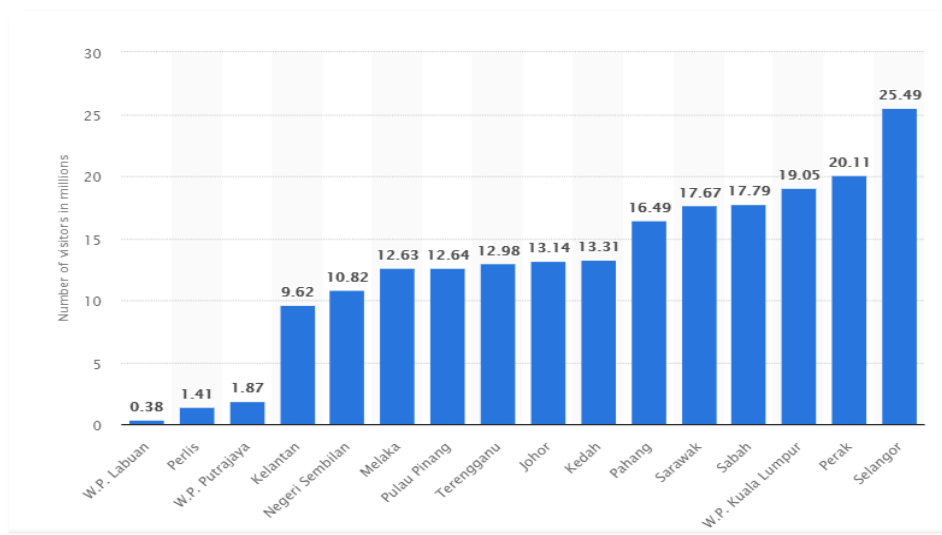


Figure 4: Number of Domestic Visitors in Malaysia in 2017  
(Source: Statista.com, 2017)

Furthermore, Malaysia is heading in the right direction to attain a goal which is 33.1 million foreign arrivals in 2018. The country received 25.9 million international visitors and RM82.2 billion in tourism receipts in 2017. For 2017, the highest ten tourist source for Malaysia were Singapore with 12,441,713 tourist arrivals, Indonesia (2,796,570), China (2,281,666), Thailand (1,836,522), Brunei Darussalam (1,660,506), India (552,739), South Korea (484,528), Japan (392,777), Philippines (370,559), and United Kingdom (358,818). In addition, the percentage of domestic tourism also increase from 189.3 million in 2016 to 205.4 million in 2017, experiencing 8.5 percent growth (Statista.com, 2017).

Meanwhile, Melaka has more potential growth compared to others in the tourism industry. This is because Melaka is a historical heritage and culture such as Baba Nyonya. Melaka as one of the World Heritage Sites (WHS) on 7 July 2008, formally listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) (Teo et al., 2014). Figure four shows the total number of domestic tourist visiting Melaka amounted 12.63 million (Statista.com, 2017).

In short, this information and findings had more showing the populating social media influence to the tourist in selecting a destination to travel. The purpose of this paper is to investigate the factors that influencing Generation Y tourism use social media to visit Melaka, Malaysia.

## 1.2 Problem Statement

Today, tourism industries are the quickest growing industries around the world. Melaka is a new destination for tourists to choose as a travel destination. Melaka historical culture was the reason for tourists continues choosing Melaka as the priority travel or vacation destination.

In January to April 2017, Datuk Ghazali Muhamad, Tourism, River, Beaches and Islands Development Committee deputy chairman said the number of tourists chooses Melaka as travel destination increase to 5.38 million in January to April 2017. Whereas in January to April 2016 only 4.77 million (Fittrie, 2017). The aforementioned rise of 12.7% was terribly a big influence and good news to Melaka. This is because Melaka was targeting 16.75 million tourists with 1.69 million foreign tourists. The highest contributors which are domestic tourists with 3.69 million. Five main sources of foreign tourists were China (30.45%), Singapore (20.78%), Indonesia (12.99%), Taiwan (3.86%), and Japan (2.96%).

In a nutshell, social media has continuously been the first priority to get travel information for tourists especially Generation Y. This is because social media vast influence and affect most of the tourists to plan their travel trips in the future. Next, as we have a tendency and most of the tourist come to Melaka because Melaka is a historical travel destination. Thus, most of the people stated that visit Melaka means to visit Malaysia. In this study, the scholar wants to identify what attracts tourist choose Melaka, Malaysia as their travel destination, how tourist knows and understand about Melaka. Therefore, this study aims to study the factor influencing Generation Y tourism to use social media as a travel information search in Melaka.

### **1.3 Research Questions**

- What are the factors influencing Generation Y tourism to use social media as a travel information search?
- Is there a relationship between factors influencing Generation Y tourism to use social media in selecting a destination to travel?
- What are the most significant factors influencing Generation Y tourism to use social media as a travel information search?

### **1.4 Research Objective**

- To investigate factors influencing Generation Y tourism to use social media as a travel information search.
- To determine the relationship between factors influencing Generation Y tourism to use social media in selecting a destination to travel.
- To identify the most significant factors influencing Generation Y tourism to use social media as a travel information search.

## **1.5 Scope and Limitations**

### **1.5.1 Scope of Research**

This research paper mentioned on the factors influencing Generation Y tourism to use social media. This research designed is to assist to seek out the most significant factor influencing Generation Y tourism to use social media. It will be conducted in Melaka, the target respondents regarding this research are Generation Y who visit Melaka. Three main factors that influencing Generation Y tourism to use social media are informativeness, trustworthiness, and interactiveness. The total population for this research study will be 250 tourists. The researcher will prepare and distribute the survey to the respondents in the form of an online survey and also a hard copy questionnaire. In this researcher are associated and related the factors influencing Generation Y tourism and intention to use social media in selecting travel destination based on the articles and journals finding.

### **1.5.2 Limitations of Research**

Researcher faces a few problems or issues when collecting data from the respondents. This is because the researcher cannot handle and conduct this study throughout the whole of Malaysia. Therefore, the researcher only focuses this research in Melaka and the target respondents are Generation Y tourism who visit Melaka. In addition, the researcher also faced a time frame and a financial issue to distribute the survey to the public.