

SOCIAL MEDIA USED BY TOURISTS: THE IMPLICATION TO TOURISM
INDUSTRY IN MELAKA

NURAIN IYLIA BINTI MOHAMAD ASLI

Report Submitted in Fulfilment of the Requirements for the Bachelor of
Technopreneurship with Honors

Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

DECEMBER 2019

DECLARATION OF ORIGINAL WORK

I, NURAIN IYLIA BINTI MOHAMAD ASLI

“I hereby declare that the work of this research is mine except for the quotations and summaries that have been duly acknowledged.”

Signature :

Name : NURAIN IYLIA BINTI MOHAMAD ASLI

Date :

DEDICATION

I dedicate this research paper to my beloved family. For my father, Mohamad Asli Bin Jamar and my mother Nor Hayati Binti Abdullah, thank you for always gives spirit and give the best support in order to complete this research. After that, deepest thanks and appreciation to my supervisor Madam Hartini Binti Azman for the best guidance, support and help to complete this research. Deepest thanks to other lectures for their motivation and my friends for their support and help. Without their love and support, this research would not have been made possible.

ACKNOWLEDGMENT

First of all, I would like to thank Allah SWT for His blessing that gives me strength and opportunity to prepare and complete this research of the final year project. This final year report was prepared for the Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM). This report is the requirement for the student to complete an undergraduate program of Bachelor of Technopreneurship.

Then, I would like to express my deepest thanks to Madam Hartini Binti Azman as my supervisor, who had guided and help me a lot to complete this final project. I also want to thank my panel Dr. Nor Azah Abdul Aziz and other lecturers at the Faculty of Technology Management and Technopreneurship that always give guidance and cooperate when I need it. They have given valuable knowledge and information to me during the progress of my research project.

I would like to give appreciation to my parents, family, and siblings for their support, encouragement, guidance, and cooperation from the beginning till the end to complete this research. Without their help, I will encounter many difficulties to finish the task by myself. Also, thanks to all my friend for always helping and give support when I needed and everyone that contributed to this final year project progress until it fully completed.

ABSTRACT

Social media has become the electronic word of mouth (eWoM) which customer shares their statement and experience via the internet through websites, a social network like Facebook, Instagram or Telegram, blogs and messages about a product or services as well as about the tourism destination that they have been visited. Nowadays, the tourism industry is focused on using social media in introducing their products or services. Social media also allow people to exchange information, interest, ideas, pictures, and video in virtual communities and networks. Many people perform searches at social media sites to find social media content, the discovery news unique destination stories and even become the mainstream search engine among tourists nowadays. However, it looks like the situation still unclear whether social media had their own real benefit that can be brought to the industry and which particular techniques that can be used to achieve the tourism industry's aim and goals. The purpose of this study is to examine the impacts of social media use by tourists in the tourism industry which leads to growth. The impacts of social media use by tourists which are perceived ease of use, perceived usefulness, customer engagement and tourists' planning process that leads to the growth of the tourism industry. Several analyses involved in this research which is reliability analysis, descriptive analysis, Pearson's correlation analysis, and multiple regression analysis. The value of correlation stated that perceived ease of use, perceived usefulness, customer engagement, and tourists' planning process are the impacts of social media that leads to the growth of the tourism industry. While the value of the Multiple Regression Analysis results shows the positive relationship between perceived ease of use of social media, customer engagement in social media and tourists' planning process using social media with the growth of the tourism industry. But, perceived usefulness of social media has no significant relationship to the growth of the tourism industry.

ABSTRAK

Media sosial telah menjadi bualan mulut elektronik (eWoM) yang mana pelanggan berkongsi kenyataan dan pengalaman melalui internet melalui laman web, rangkaian sosial seperti Facebook, Instagram atau Telegram, blog dan mesej mengenai produk atau perkhidmatan serta mengenai destinasi pelancongan yang mereka telah lawati. Pada masa kini, industri pelancongan memberi tumpuan kepada penggunaan media sosial dalam memperkenalkan produk atau perkhidmatan mereka. Media sosial juga membolehkan orang ramai bertukar maklumat, minat, idea, gambar dan video dalam komuniti dan rangkaian maya. Ramai orang melakukan carian di laman media sosial untuk mencari kandungan media sosial, berita penemuan, berita destinasi yang unik dan bahkan menjadi enjin carian arus perdana di kalangan pelancong pada masa kini. Walau bagaimanapun, ia kelihatan seperti keadaan masih tidak jelas sama ada media sosial mempunyai manfaat sebenar mereka sendiri yang boleh dibawa ke industri dan teknik tertentu yang boleh digunakan untuk mencapai matlamat industri pelancongan. Tujuan kajian ini adalah untuk mengkaji kesan penggunaan media sosial oleh pelancong dalam industri pelancongan yang membawa kepada pertumbuhan. Kesan penggunaan media sosial oleh pelancong yang dilihat mudah dipakai, dilihat sebagai kegunaan, penglibatan pelanggan dan proses perancangan pelancong yang membawa kepada pertumbuhan industri pelancongan. Beberapa analisis yang terlibat dalam kajian ini adalah analisis kebolehpercayaan, analisis deskriptif, analisis korelasi Pearson, dan analisis regresi berganda. Nilai korelasi menyatakan bahawa kemudahan penggunaan, kegunaan yang diharapkan, penglibatan pelanggan, dan proses perancangan pelancong adalah kesan media sosial yang membawa kepada pertumbuhan industri pelancongan. Walaupun nilai Analisis Analisis Regresi berganda menunjukkan hubungan positif antara media sosial penggunaan yang mudah dilihat, penglibatan pelanggan di dalam media sosial dan proses perancang pelancong menggunakan media sosial dengan pertumbuhan industri pelancongan. Tetapi, media sosial kegunaan yang dilihat tidak mempunyai hubungan yang signifikan dengan pertumbuhan industri pelancongan.

CONTENTS

CHAPTER	CONTENTS	PAGE
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENT	iv
	ABSTRACT	v - vii
	CONTENTS	vii
CHAPTER 1	INTRODUCTION	
	1.1 Background of the study	1 – 3
	1.2 Problem statement	3
	1.3 Research questions	4
	1.4 Research objectives	4
	1.5 Signification of the study	5
	1.5.1 Theoretical contribution	5
	1.5.2 Practical contribution	5
	1.6 Research scope	6
	1.7 Definitions of key terms	6 – 7
	1.8 Organizational of research	8 – 9
	1.9 Summary	9

CHAPTER 2	LITERATURE REVIEW	PAGE
	2.1 Overview	10
	2.2 Introduction	11
	2.3 The focus and development of theory	12-13
	2.4 Dependent variable	13
	2.5 Independent variable	14
	2.5.1 Perceived ease of use	14
	2.5.2 Perceived usefulness	15
	2.5.3 Customer engagement	16-17
	2.5.4 Tourists' Planning process	17 – 18
	2.6 Research framework	19
	2.7 Hypothesis	20 – 21
	2.8 Summary	22

CHAPTER 3	RESEARCH METHODOLOGY	PAGE
	3.1 Introduction	23 – 24
	3.2 Research design	24
	3.2.1 Descriptive Studies	24
	3.3 Methodological choice	25
	3.3.1 Quantitative research method	25 – 26
	3.4 Data collection	26
	3.4.1 Primary data	27
	3.4.2 Secondary data	27
	3.5 Location of the research	28
	3.6 Research strategy	28
	3.6.1 Survey	29
	3.6.2 Sampling method	30
	3.6.3 Pilot test	31
	3.7 Data analysis	31
	3.7.1 Correlation	32
	3.8 Time Horizon	33
	3.9 Scientific canons	34
	3.9.1 Reliability	34
	3.9.2 Validity	34
	3.10 Summary	35

CHAPTER 4	DATA ANALYSIS	
4.1	Introduction	36
4.2	Reliability Test	37 – 38
4.3	Descriptive Statistic Analysis	39
4.3.1	Respondents Profile	39
4.3.1.1	Gender	39
4.3.1.2	Age	40
4.3.1.3	Country	41
4.3.1.4	Have You Ever Used Social Media Before?	42
4.3.1.5	How Frequently You Used Social Media?	43
4.3.1.6	Which Social Media That You Prefer?	44
4.3.2	Descriptive Statistic	45
4.4	Inferential Analysis	46
4.4.1	Pearson’s Correlation Analysis	46 – 47
4.4.2	Multiple Regression Analysis	48
4.4.3	Hypothesis Test Analysis	49 – 53
4.5	Summary	53

CHAPTER 5	DISCUSSION, CONCLUSION AND RECOMMENDATION	
5.1	Introduction	54
5.2	Discussion	55 – 56
5.2.1	Objective 1	56 – 58
5.2.2	Objective 2	58 – 59
5.2.3	Objective 3	60
5.3	Implications of the Research	61
5.3.1	Theoretical Implication	61
5.3.2	Practical Implication	62
5.4	Recommendation of the Future Research	63
5.5	Conclusion	64
	REFERENCES	65 – 66
	APPENDIX I	67 – 72
	APPENDIX 2	73 – 74

LISTS OF TABLE

TABLE	TITLE	PAGE
	1.1 Key terms	6-7
	3.1 Table 3.1: Krejcie and Morgan (1970) sample size table	30
	3.2 Pearson Correlation Coefficient Range	32
	3.3 Time horizon	33
	4.1 Cronbach's Alpha coefficient range and its strength of association	38
	4.2 Reliability Statistic	38
	4.3 Descriptive Statistics	45
	4.4 Strength of the Correlation Coefficient	46
	4.5 Correlations	47
	4.6 Model Summary	48
	4.7 Coefficients	51
	4.8 Summary of Hypothesis Testing	52
	5.1 Summary of the Research	64

LISTS OF FIGURE

FIGURE	TITLE	PAGE
	2.1 Research framework	19
	4.1 Gender of the respondents	39
	4.2 Age of the respondents	40
	4.3 The country where the respondent live	41
	4.4 Have you ever used social media before?	42
	4.5 How Frequently You Used Social Media?	43
	4.6 Which social media that you prefer?	44

CHAPTER ONE

INTRODUCTION

1.1 Backgrounds of the study

Technology improving dramatically today, and everyone can access the Internet and social networking sites through mobile phones, tablets and laptops, and so on. Refer in the new Digital 2019 report by Hootsuite and We Are Social, that Malaysia take in fifth place in the world and the highest for mobile social media usage in Southeast Asia, and also reported in the study that 80 per cent of people spend an average of fifty eight minutes online every day. Refer to Social Media Statistics in 2019, users of Instagram increased by 200 million users which is between September 2017 and June 2018. In fact, in October 2018 Facebook had 2 billion users that active use social media. The growing number of many user of social media indicated that social media is needed to people (Zuliah, Hafiz & Hassnah, 2016).

Social media becoming an online word of mouth (eWoM) for customers to share their stories and thoughts on the web via websites and social platform likes Instagram, Facebook, Whatsapp, blogs and YouTube, as well as the goods or service updates and the tourist destination they have visited. Social media also enables people in virtual communities and networks to exchange news, interest, ideas, images and video. Most people are searching for social media sites to find some social media content, find interesting destination news stories, and even become today's popular tourist search engine.

Social media is a modern way of communicating, participating, organising and collaborating that includes users creating content and connecting with people through many too many people, rather than through the traditional ways of one too many people. Opportunity given by social media to communicate and interact (Kaplan & Haenlein, 2010; Hossein, Asra, Yusmadi, Shayesteh, Yuhanis & Roghayeh, 2015). It is important for using social media for our everyday life which is easy to communicate and share information, along with a free and cheap way to search for news and interact with other tourists.

Today, tourists can decide on their destination through social media, particularly leisure tourists. The way tourists think have change due to existence of social media and determine where they want to go, and this has been affected by the interaction and viewing of other tourists. Highly positive reviews or tourist comments will give other tourists high expectations. The tourism sector is becoming an information-intensive sector that can give benefits to tourists for gathering information through social media. This platform also offers the tourism industry as an opportunity to understand and explore an appetites of tourists, and by examining the analysis and comments made by tourists that they post or update on social media, the tourism industry can also earn a deeper understanding of the wishes and priorities of tourists.

The goal of this research is to explore the influence of the social media used by tourists on the growth of the tourism sector and also to increase the tourists in Melaka. The researcher will address the impacts of the social media used by tourists and their effects on the tourism industry if they were to expand the use of social media, as described in this report. This research also discuss about the impact of the use of social media by tourists in different circumstances, benefits of social media and one of the key elements for the growth of the tourism industry in Melaka.

1.2 Problem Statement

Throughout modern societies today, social media is widely used to communicate and gather people around the world through the Internet. By looking at the tourism industry perspective and through looking at the tourism industry's viewpoint by using the social media, the tourism business have its own ways in term an advertise its destination and services. Nonetheless, it seems as if the situation is still uncertain whether the social media has its own real benefit that can be added to the industry and what different strategies can be used to achieve the goal and objectives of the tourism industry in Melaka. The tourism industry is expected to make strides in understanding the benefits of social media (Buhalis, 2000, 2003; Gretzel, Yuan & Fesenmaier, 2000; Zheng, Joseph, Wang & Fesenmaier, 2014). After that, as we know, social media has made a great contribution to offering both good and not so good reviews and commentary (Honorina, 2017). In the physical world, there was little contact between visitors and officials. Therefore, if the tourism companies not apply the social media for getting connect with their clients, the tourists who come to visit the destination will just get back from the destination and the agent will not be able to know whether the destination and services are good enough for the tourists. As a result, the agent cannot seek any feedback and suggestions from tourists in order to provide good quality of the service or to confirm that the destination is suitable and convenient for tourists of different ages.

1.3 Research Questions

The goals of this research can be determined by the following research question:

RQ 1: What are the impacts of social media used by tourists on the growth of the tourism industry?

RQ 2: Is there any relationship between the social media used by tourists and the growth of the tourism industry?

RQ 3: What are the most significant impacts of social media used by tourists on the growth of the tourism industry?

1.4 Research Objectives

The researcher was developed the research objectives for this research which is:

RO 1: To investigate the impacts of social media used by tourists on the growth of the tourism industry.

RO 2: To analyze the relationship between the social media used by tourists and the growth of the tourism industry.

RO 3: To examine the most significant impacts of social media used by tourists to the growth of the tourism industry.

1.5 Signification of the Study

The main purpose of this study is to prepare for a clear understanding between the social media used by tourists and the impact on the growth of the tourism industry. The specifics and results of this study would be important in helping the tourism industry develop comprehension of the use of social media. The results of the study are designed to know clearly that the impact of the social media used by tourists would increase the growth of the tourism industry.

1.5.1 Theoretical Contribution

The theoretical empirical research help us to understand the social media used by tourists and the impact on the growth of the tourism industry. The study also leads the researcher to clear comprehension of what is the concern of users who have an impact on their intention to use social media. The concept in this analysis is the Technology Acceptance Model (TAM) and shows that perceived ease of use and perceived usefulness are key indicators of user acceptability of technology (Gomaa & Ahmed, 2016). The viability of social media in Melaka is also affected. As a result, the social media used by tourists is more possible when users have a positive attitude towards destinations and services.

1.5.2 Practical Contribution

There is a strong practical link to this research. The use of social media is likely would be higher because users find social media easier than the traditional method, simple and easy to use. Social media can make it easier and faster for visitors to search for information.

1.6 Research Scope

The main point of this study is about the effect of social media used by tourists on the growth of the tourism sector in Melaka. The researcher also know the benefits for applying social media in term of doing promotion in destinations or services provided. As a result, that social media might have an impact on the growth of the tourism industry in Melaka, because people already believe that social media is the ways of the main marketing tools for searching destinations and services. In addition, many individuals or tourism firms use social media as a business location, especially in the tourism sector. From this sample, we choose the respondent who are domestic and international tourists, particularly those who are usually active in social media, who are always searching for the destinations they want to visit.

1.7 Definitions of Key Terms

Table 1.1 Key terms

Key term	Definition	sources
Tourism	Tourism is a fleeting activity of traveling domestically or intercontinentally for leisure, thus exploring a region.	Nahed, Fatima, Sara (2018)
Growth of tourism industry	In the course of attracting and hosting these tourists and other guests, the number of phenomena and experience resulting from the contact between tourists, company suppliers, host governments and host communities.	Nahed, Fatima, Sara (2018)
Social Media	The most innovative internet-based applications and enabling people to create content in a variety of formats.	Ashish, Umesh, Vigneswara (2017)

Technology Acceptance Model (TAM)	TAM is the main efficient approach for the implementation and use of technology-related applications by customers.	Kim, Kim & Shin (2009); Ayeh (2015); Gomaa & Ahmad (2016)
Perceived Ease of Use	The degree to which a person thinks a free effort would be made to use a particular system.	Davis (1989), Venkatesh (2000).
Perceived Usefulness	The degree to which a person thinks it is by using a particular system will improve the performance of his or her job is viewed as useful.	Davis (1989).
Customer Engagement	Characterized by customer and organization's frequent experience that reinforces the consumer's mental, psychological or physical investment in the brand and the organization.	Hollebeek (2014)
Tourists' Planning Process	The method of buying by the consumer before, during and after holidays, but with specific ranges and varied goals.	Jashi (2017)

1.8 Organizational Of Research

The research report comprises with five chapters which shows in the bellow;

In Chapter 1 is describes about the introduction of this study and is used to clarify the context of the social media and to illustrate the problem statement. Find out more about the research question and draw on that research objective. Once the researcher has understood the research question and the objective of this research, the researcher will discover an importance of the research in terms of the theoretical and practical value of this study and, ultimately, the extent of this study.

In Chapter 2 of the Literature Review, the researcher can find a literature review of books and journal articles and, on the basis of these results, the researcher will find a source of information on social media, the TAM theory and the impact of the social media used by tourists on the growth of the tourism industry, perceived ease of use, perceived usefulness, and customer engagement. In Chapter 2, too, the researcher will construct a theoretical framework and, on the basis of a hypothesis, develop a conceptual framework.

In Chapter 3 is about Methodology. The researcher mainly focused on the research design for doing collection and achievement of the research objective in response to the research question. In addition, researcher using data collection method such as primary and secondary data to analyse the result. The researcher will also carry out a data analysis and a scientific canon containing two criteria, namely reliability and construct validity.

In Chapter 4 describe about Data Analysis and Findings, all results have been gathered and the analysis will be carried out efficiently. The researcher analyses the data through the questionnaire and presents an in numerical summary of the questionnaires that collect from the respondents. Researcher apply the result in Software Statistical Package for Social Sciences (SPSS) data to evaluate the pilot study, descriptive statistics, linear regression and correlation. This chapter, as the researcher does, is very important for the research study.

In Chapter 5 there have Conclusion and Recommendation of the research study will address the conclusions of the analysis and the researcher will draw a conclusion, implication and make recommendations. That recommendation can be used for help future researcher to gathering information that related in this study

1.9 Summary

In Chapter 1, researchers explain about the social media definition and descriptions in several ways. In addition, the researcher also explains the preference of the tourism industry in Melaka. The research objectives and research question were also set out in this chapter to make the research more clear. The researcher constructs the research question from the problem statement and directs the research objective in order to respond to research question. The study's scope indicates that tourists ' use of social media has a greater impact on tourism industry growth rather than traditional means.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

For this chapter examines the study on the impact for social media used by tourists on the growth of the tourism industry in Melaka. Thus, literature review is an analysis of the segment of the publication of a body of knowledge through the summary, classification and comparison of previous research studies. Review and present the knowledge and understanding of literature and theoretical articles in the form of a written report. Moreover, the objective of the literature review is to identify, recognize existing research as related terms and variables that define in this analysis on the basis of reviews by previous researchers and discussions on a specific subject or study. The literature review is then intended to find the basis for the theoretical hypothesis. A literature review has also been established and the connection between link of literature and this research area will be discussed in this chapter.

2.2 Introduction

Technology is growing and evolving from years to years, and people who use the technology available today are also increasing dramatically. Tourism companies had to use a variety of methods to attract tourists, whether using traditional means or using a modern approach to social media. Today, many tourism organisation were using social media as their marketing tool, because many people prefer to use social platform for gathering information about the interesting destination or facilities in places they want to visit. A social network would make it easier for the consumer to gather information.

Social media has become a hot topic for people on social media, becoming a modern way to interact with consumers from one-way of contact in two way connection. Social media is describes about the most innovative internet-based applications and enabling people to create content in a variety of formats. (Ashish, Umesh & Vigneswara, 2017). According to Jashi (2017), users of social platform expect of interact, sharing information and experience with businesses and other community members. Social media also describes that it drives fundamental business change by allowing direct, two-way communication between consumers and organizations (Hollebaek, Glynn & Brodie, 2014; Lee & Choi, 2014; Dijkmans, Kerkhof & Beukeboom, 2015). In these social media, consumers are allowed to post, evaluate and disseminate, and even create online content that is currently available through search engine results.