

## **Destination Image on Theory of Reason Action on Intention to Visit World Monument Funded Site (Kampung Cina River Front, Kuala Terengganu)**

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### **Abstract**

In line with the aggressiveness of Tourism and Cultural Minister of Malaysia promoting Visit Beautiful Terengganu 2017 through the campaign exhibitions and promotions via website and other social media during the opening ceremony at the Beach Festival, Terengganu is able to attract 5.5 million tourists to visit Terengganu in 2017. World Monument Fund (WMF) has been established with its role protecting and preserving the world important artistic treasure. Even there are many studies have been conducted regarding the intention to visit, but most of them are looking at the world heritage sites, or other places outside Malaysia. There is a lack of study focusing on Kampung Cina River Front as it also has a great value in the eyes of the WMF organization. This Study used Theory of Reason Action to understand the importance and explore what are the factors that could lead the international tourists to visit Kampung Cina River Front. The quantitative approach using self-administered questionnaires from 155 travelers approached, 123 agreed to be the respondents. Data was analyzed using Smart PLS software version 3.2.6. The impact of this study concludes that with good community support, Kampung Cina River Front should be a very good reason for tourists to visit. This WMF site offers many other attractions such as food varieties, beautiful scenery along the river front and also the location is just beside Pasar Payang which is the famous market in this area. Kampung Cina River Front can be a great place of interest and the number of tourists will be increased in the future.

**Keywords:** Attitude, Destination Image, Intention, Subjective Norm

### **1.0 Introduction**

According to State Economic Planning Unit of Terengganu, a total of 4.7 million tourists has visited to Terengganu in 2015. During the opening ceremony at Beach Festival, Visit Beautiful Terengganu 2017, Tourism and Cultural Minister of Malaysia believed that Terengganu is capable to attract 5.5 million tourists to visit Terengganu in 2017. It is due to the aggressiveness of the state and federal government in promoting this state either through the campaign exhibition and promotion via website and other social media. On top of that, Terengganu also has lots of tourist attraction places. Every districts in Terengganu has their own tourist attraction center such as Kampung Cina River Front, in Kuala Terengganu, Lake Kenyir in Kuala Berang, Setiu Wetland in Setiu and many more.

World Monument Fund, as a non-profit organization which founded in 1965 by Colonel James A. Gray is actively protecting and preserving the world important artistic treasure. Across the globe, WMF has sponsoring over 600 conservation projects in 90 countries throughout the world, and one of them is Kampung Cina River Frontage (KCRF) in Kuala Terengganu, Malaysia. This site has been provided by WMF with grant worth USD 50,000 to improve the shop structures, though it has been put as World Monument Watch list in 1998, 2000 and 2002 (<https://www.wmf.org/>). In line with the effort shown by the WMF, state government with the community in this area also put extra effort to craft the image of Kampung Cina River Front as one of a must visit destination if the tourists visiting Terengganu.

Tourist destination choice can be influenced by various factors. Though, it is impossible for marketers to predict tourist's behavior base on a single models (Shen et al. 2009) Sharing experiences among tourists via blogs or other social media channels could be a motivation for them to visit certain tourist attraction centers. The information shared among tourists who has been visited this area will form a values, perceptions and destination image about this site to other potential tourists, which might lead them and someone important in their lives to visit this site. Understanding the importance to explore what are the factors that could lead the international tourists to visit this site, the study will apply the Theory of Reason Action and the destination image as additional variable. Even there are many studies has been conducted regarding the intention to visit, but most of them are looking at the world heritage sites, or other places outside Malaysia. Furthermore, there is lack of study focusing on this area even it also has a great values in the eyes of the WMF organization.

## **2.0 Literature Review and Hypothesis Development**

Theory of Reason Action (TRA) is a theory which is predicting a person's behavior in which an individual's intention to perform a certain behavior is determined by his or her attitude toward the behavior (Ajzen, 1985; Fishbein & Ajzen, 1975). In this theory, attitude can be positive (favorable) or negative (unfavorable) evaluations of performing the behavior. Whereas subjective norm refers to the definition by Ajzen, (1991) as perceived pressure from important person in your life to perform or not to perform the behavior by the individual. Both variables representing the dimension in the theory of reason action. Even TRA was formed in 1975, the theory is still being used to predict the individual behavior in many areas of study such as Xiaofei et al., (2013) in m-health adoption Kim et al (2015) in social media and Paul et al., (2016) in green purchasing.

Attitude and subjective norm have been found to have a positive relationship in intention to perform certain behavior in many areas of studies. Attitude and subjective norm were found to have a positive relationship with intention to stay at green hotel (Han et al, 2010). Han (2015) also found that attitude and subjective norm have a positive relationship with intention to use green accommodation. Quintal et al. (2015) were found that attitude and subjective norm were positively related to the intention to visit. Jalilvand et al (2012) also found that both variables have a positive relationship with the intention to visit Isfahan. Miao (2015)

also found that there is a significant relationship between attitude and subjective norm and behavioral intention to visit Thailand. Han et al., (2017) also found that attitude and subjective norm were positively related to intention. Though, we hypothesized that:

H1. Attitude has a positive relationship with the intention to visit WMF site

H2. Subjective norm has a positive relationship with the intention to visit WMF site.

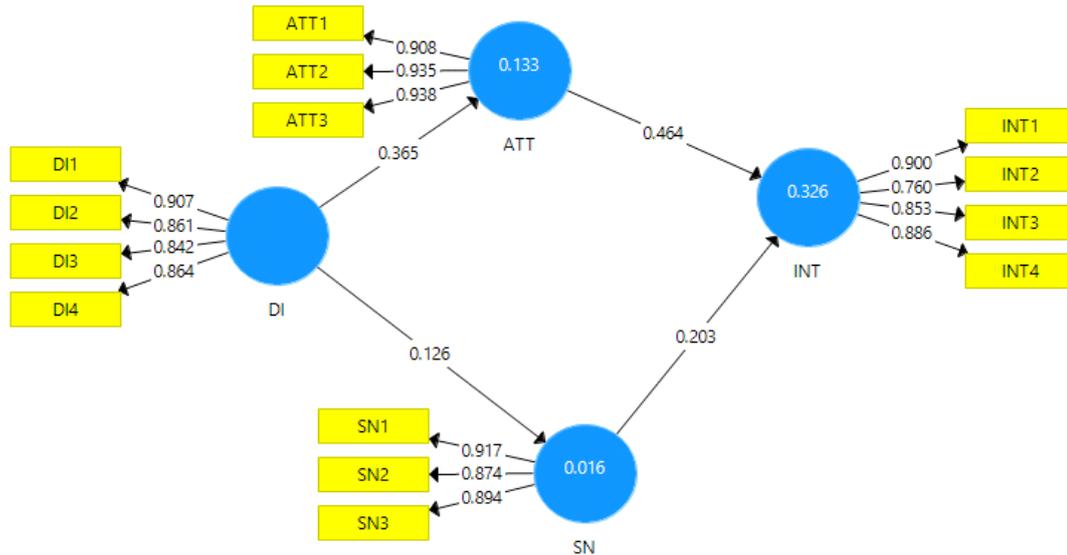
According to Mackay & Fesenmaier (1997), destination image is a mental expression of a tourist's knowledge, feelings, thoughts, opinions and overall perception of a particular destination, which results from the evaluation of destination elements and attributes. Destination image is multifaceted and consists of cognitive, affective, and conative components (White, 2004). Destination image influences tourists' intention to travel, destination choice, experience, and satisfaction levels, which could be used as a strategic management tool for a destination Park et al. (2016). It is also believed that destination image is very crucial factor in the decision making process especially for the first time travelers. (San Martin & Del Bosque, 2008). Numerous studies have indicated that destination image positively affects future tourist behaviors (Lee, 2009; Zhang et al., 2014). Destination image is critical factors in the process of travel decision-making studies (Chen & Phou 2013; Chen et al. 2014; Chew & Jahari, 2014). Jalilvand et al (2012) found that destination image has a positive relationship with the attitude. Chen & Tsai (2007) also mentioned that image has a positive relationship with the attitude. Song et al (2014) also confirmed that image was positively related to the attitude.

Alenezi et al (2010) found that image has a positive relationship with the subjective norm. Hence, our hypothesis;

H3. Destination image has a positive relationship with attitude.

H4. Destination image has a positive relationship with the subjective norm.

Based on the TRA, there are two variables that will explain the behavior which are attitude and subjective norms. According to Ajzen(1991), behavioral intention will explain the individual's intention to perform or not to perform certain behavior. In tourism study, intention to visit refers to the willingness of a potential visitor to visit the destination (Chen, Shang, & Li, 2014). It is believed that intention will lead them to the real intention. Based on these literatures, we proposed our research framework as shown in a figure 1.



**Figure 1: Research Model**

### 3.0 Methodology and Data Collection Process

For the purpose of the study, data were collected at the site during mid of March until mid of April 2017. Since the study only focused on the international tourists, purposive sampling method was applied. The unit of analysis for the study is at individual level. G\*power 3.1 (Faul et al., 2007; 2009) software was used to calculate the minimum sample size required. With 4 predictors, medium effect size and power was set at 80% (Gefen et al., 2011), the minimum sample size required to test this model was 85. The questionnaire was divided into 3 sections; Section A (demographics information). Section B (information about the independent variables, with 5 point likert scale) and Section C (information about the dependant variable; Intention to visit, with 7 points likert-scale). All the items in the variables were adopted from Jalilvand and Samiei (2012) except for the destination image from Jalilvand et al (2012). A quantitative approach using self-administered questionnaire was applied. Out 155 tourists approached, 123 were willing to be a respondent for the study, and the rest were reluctant to answer the questionnaire. Some of them simply ignore to answer, some of them in rushing to go to another places, and also because they were a member in the group, so that their partner already answered the questionnaire. However, after sorting, only 117 questionnaire sets can be used for the data analysis purposes. Another 6 have to be excluded due to poor data quality such as lots of missing values or they answered it in a straight line method. Since the G\*power propose to have at least 85 respondents to test the research framework, though, with 117 respondents, it shows that the study has enough data to test the research model.

## 4.0 Data Analysis and Results

### 4.1 Sampling profile

Table 1: Sample Profile

Gender	Freq	%
Male	55	47.0
Female	62	53.0
Nationality		
Asian	40	34.2
European	63	53.8
Others	14	12.0
Age		
Below 20	11	9.4
20 - 29 Years	68	58.1
30 - 39 years	21	17.9
40 - 49 Years	7	6.0
50 and above	10	8.5
Total	117	100%

Table 1 indicates the profiles of the respondents. Majority of the respondents are from European country (53.8%), 53% were female, 58.1% from the respondents in the age of 20- 29 years old, and majority of them have a degree an above for their education level.

### 4.2 Preliminary data analysis

The data were analyzed using the Smart PLS version 3.2.6 software (Ringle, Wende & Becker, 2015) which is a variance-based structural equation modelling (SEM). It is a better choice to present the analysis instead of covariance-based SEM due to the purpose of this study is to predict the relationship between variables tested in the research model (Urbach & Ahleman, 2010), rather than reproducing of covariance matrix to achieve model fit (Hair et al., 2014). On the other hand, Smart PLS also suitable for data that which not meet the normality requirements. Though, as proposed by Hair et al. (2017), the study was tested the multivariate normality by looking at the skewness and kurtosis using the software available at: <https://webpower.psychstat.org/models/kurtosis/results.php?url=6ffa2a750d710a6c58b9f637f03c>. The results showed the research data was multivariately not normal, Mardia's multivariate skewness ( $\beta = 3.828$ ,  $p < 0.01$ ) and Mardia's multivariate kurtosis ( $\beta = 28.793$ ,  $p < 0.01$ ), supporting the decision to use Smart PLS, which is a non-parametric analysis software. Data was analyzed following Anderson and Gerbing (1988) the two-step analytical procedure. Firstly, is evaluating the measurement model which has two elements which are convergent validity and discriminant validity. Secondly, the structural model will be tested to test the hypothesis. The bootstrapping procedure with 500 resamples which is higher than the original sample of the study, follows the procedure mentioned by Hair et al. (2017) to determine the significant level of loadings and path coefficients. Before testing the measurement model, since the data was collected using a single source, though common method variance

should be an issue for the study. Podsakoff et al (2003) proposed many method how to remedy this common method variance (CMV) issue. This study was adopted the Harman’s Single factor test to ensure that the common method variance is not a problematic. Podsakoff et al.(2003) claimed that the CMV is an serious issue is the first factor explained the majority of the explained variance. The un-rotated factor analysis shows that the 1<sup>st</sup> factor only explained 39.59% of the total variance, though it is an event that the CMV is not an issue for the study.

#### 4.2.1 Measurement Model

**Table 2:** Convergent validity

<b>Construct</b>	<b>Item</b>	<b>Loading</b>	<b>CR</b>	<b>AVE</b>
Attitude	ATT1	0.908	0.948	0.860
	ATT2	0.935		
	ATT3	0.938		
Destination Image	DI1	0.907	0.925	0.755
	DI2	0.861		
	DI3	0.842		
	DI4	0.864		
Intention	INT1	0.900	0.913	0.725
	INT2	0.760		
	INT3	0.853		
	INT4	0.886		
Subjective Norm	SN1	0.917	0.924	0.801
	SN2	0.874		
	SN3	0.894		

Note: a  $AVE = (\text{summation of squared factor loadings}) / (\text{summation of squared factor loadings} + \text{summation of error variances})$  b  $CR = (\text{square of the summation of the factor loadings}) / [(\text{square of the summation of the factor loadings}) + (\text{square of the summation of the error variances})]$

As suggested by Hair et al. (2017), we referred to the factor loadings, composite reliability (CR) and average variance extracted (AVE) to measure the convergent validity. The recommended values for loadings are set at >0.5, the AVE should be >0.5 and the CR should be >0.7. The results of the analysis are as presented in Table 2 clearly show that the pertinent values of the measurement model exceeded the recommended values, hence demonstrating sufficient convergent validity.

**Table 3:** Discriminant validity

	<b>ATT</b>	<b>DI</b>	<b>INT</b>	<b>SN</b>
ATT				
DI	0.387			
INT	0.598	0.301		
SN	0.394	0.137	0.405	

There has been a recent criticism of the Fornell-Larcker (1981) criterion do not reliably detect the lack of discriminant validity in common

research situations (Henseler et al., 2015). They have suggested an alternative approach, based on the multitrait-multimethod matrix, to assess discriminant validity: the heterotrait-monotrait ratio of correlations. As such we have also tested the discriminant validity using this new suggested method and the results are shown in Table 3. If the HTMT value is greater than HTMT.85 value of 0.85 (Kline 2011), or HTMT.90 value of 0.90 (Gold et al. 2001) then there is a problem of discriminant validity. As shown in Table 3 all the values passed the HTMT.90 (Gold et al., 2001) and also the HTMT.85 (Kline, 2011), thus indicating that discriminant validity has been ascertained.

Before assessing the structural model, it is important to ensure that there are no collinearity issues in the structural model. Table 4 presents the outcome of the collinearity test. The VIF value for each of the constructs is lower than the offending value of 3.3 (Diamantopoulos and Siguaw, 2006), thus suggesting that there is no issue with collinearity in the study.

**Table 4:** Collinearity assessment

	<b>ATT</b>	<b>SN</b>	<b>INT</b>
ATT			1.155
SN			1.155
DI	1.000	1.000	

#### 4.2.2 Structural Model

Table 5 illustrates the results of path coefficient assessment using the bootstrapping procedure for each of the hypothesized relationship in the model. Three proposed relationships were found supported, statistically significant at 99 per cent confidence interval (DI →ATT,  $\beta = 0.365$ ,  $t = 4.054$ ; LL = 0.213, UL = 0.501; ATT →INT,  $\beta = 0.464$ ,  $t = 5.428$ ; LL = 0.298, UL = 0.577) and SN →INT,  $\beta = 0.203$ ,  $t = 2.540$ ; LL = 0.068, UL = 0.328). Another one relationship was not supported. (DI →SN,  $\beta = 0.126$ ,  $t = 1.186$ ; LL = -0.050, UL = 0.293). Hence, it is surmised that Destination image has a positive relationship with the attitude. On top of that, attitude and subjective norm also found to have a positive effect on intention to visit WMF site.

**Table 5:** Path coefficient assessment

<b>Hypot hesis</b>	<b>Relatio nship</b>	<b>Beta</b>	<b>Se</b>	<b>T Value</b>	<b>Estimate LL</b>	<b>Interval UL</b>	<b>Decision</b>
H1	DI -> ATT	0.365	0.090	4.054	0.213	0.501	Supported
H2	DI -> SN	0.126	0.106	1.186	-0.050	0.293	Unsupported
H3	ATT -> INT	0.464	0.086	5.428	0.298	0.577	Supported
H4	SN -> INT	0.203	0.080	2.540	0.068	0.328	Supported

Table 6 presents the assessment of coefficient of determination (R<sup>2</sup>), the effect size (f<sup>2</sup>) as well as the predictive relevance (Q<sup>2</sup>) of exogenous variables on endogenous variable in this study. The value for coefficient of determination (R<sup>2</sup>) were 0.133, 0.016 and 0.326 for attitude, Subjective Norm, and Intention to visit respectively. This suggests that the destination image explained 13.3 per cent of the variance in attitude, and 1.6 percent on subjective norm. Meanwhile attitude and subjective norm explain 32.6 per cent of variances in intention. Overall, the Q<sup>2</sup> value of 0.326 for intention, 0.104 for attitude and which is larger than 0 (Hair et al., 2014) suggesting that all exogenous variables possess predictive ability over the endogenous variable. Each of the exogenous variables (ATT, f<sup>2</sup> = 0.277; SN, f<sup>2</sup> = 0.053) has medium to large and small to medium effect size on the endogenous variable respectively.

**Table 6:** Assessment of coefficient of determination, effect size and predictive relevance

	<b>R<sup>2</sup></b>	<b>Q<sup>2</sup></b>			<b>f<sup>2</sup></b>
Construct			ATT	INT	
ATT	13.3	0.104	-	0.277	Medium to large
SN	1.6	0.005	-	0.053	Small to medium
DI	-	-	0.154		Medium to large
Intention	32.6	0.208	-		

## 5.0 Discussion and Conclusion

While the effects of attitude and subjective norm are significant towards intention to visit WMF, the study also found that destination image is a significant factors towards the attitude but not significant towards the subjective norm. In general, TRA is useful in explaining the magnitude of attitude and subjective norm in understanding the intention to visit WMF. (Mioa 2015, Jalilvand 2012). Attitude towards intention to visit is found to have the strongest effect compared to subjective norm, is a proved of the importance of attitude about WMF site. Supplied with this information, the agency who involved directly or indirectly could craft a better marketing strategies and planning in enhancing this site to become a better tourist attraction destination as expected by the WMF. The study also shows that, the information should not only reach to the potential individual which might lead them to visit this site, but also to the important person to that individual such as spouse, family and close friends, since the subjective norm also important factor to the intention to visit. Though, the promotion should be creative and attractive to various group of people to ensure it will influence the decision to visit this WMF site.

Destination image has been found to have a positive relationship with the attitude. This findings supported by other findings mentioned in the literatures Jalilvand et al (2012), Chen & Tsai (2007). Though this finding strengthening the findings of the previous studies, highlighting how important the destination image towards attitude. Arming with this knowledge, agencies that related to this site should able to portray this site as a positive place to be visited in order to create a positive attitude to visit

this site. On the other hand, destination image has found as not a significant factor towards the subjective norm. It indicates that the destination image has no influence to the subjective norm. It shows that, people which are important to the respondents still want them to visit even the destination image of the places in not good in their eyes. Maybe, they want them to face a real situation or believed that various factors which representing the destination image could provide different views towards the site.

Instead of that factor, WMF site in Kampung Cina River Front, Terengganu offers many other attractions such as food varieties, beautiful scenery along the river front and also the location is just beside Pasar Payang which is the famous market in this area. That is why, there should be a very good reason for tourists to visit this area. With a good community support, the numbers of tourist will be increased along the time pass by. On top of that, there are many other variables could explain better on intention to visit this site. Future study is suggest to include the event as a factor to visit this site, but, the data must be collected during the event. This study didn't use that variable because there is no big event at the time when the data is collected.

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