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INFLUENCE OF DESTINATION ATTRIBUTES ON TOURISTS' BEHAVIORAL INTENTIONS TOWARDS A'FAMOSA SAFARI WONDERLAND

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Abstract:

Studying the tourists' satisfaction with destination attributes is vital for successful destination marketing as it plays an important role in increasing the country's economic growth. Besides, it is important to discover new attributes of destination image to strengthen the image construct, and it also plays a significant role in tourist satisfaction and loyalty. Therefore, the objective of this study is to measure the relationship between the factors influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland. A convenient sampling technique was used to select the sample. A total of 392 questionnaires were distributed to tourists at A'Famosa Safari Wonderland and were returned. This study undertakes a descriptive research design using a quantitative approach as the methodology for the research. The data analysis utilized SPSS version 29.0, using linear regression to test the hypotheses. The result from the findings suggests that tourists who have higher perceptions of the destination attributes of A'Famosa Safari Wonderland are more likely to have a positive experience and increasing behavioral intentions to revisit. Therefore, A'Famosa Safari Wonderland destination marketers need to pay attention to providing customers with unique experiences to ensure their relationship with the customer through repeat visitation.

Keywords:

A'Famosa Safari Wonderland, Behavioral Intentions, Destination Attributes, Tourism.

Introduction

Destination image plays a crucial role in shaping tourists' perceptions and behaviors, significantly influencing their travel decisions and overall satisfaction with the destination (Chu et al., 2022). Destinations need to develop and manage their images effectively to boost tourist satisfaction, which in turn influences their future behavior and travel intentions (Jiang, Ritchie, & Benckendorff, 2019). Evaluating destination attributes is crucial for understanding tourist satisfaction, which in turn informs destination competitiveness and provides essential insights for effective tourism planning and management (Kusumaningrum & Wachyuni, 2020). Strategically planned and well-publicized destination attributes play a crucial role in tourists' overall evaluation of the destination, influencing their intentions to revisit and recommend it to others (Jalilvand, Samiei, Dini, & Manzari, 2012; Styliadis, 2020). As a result, destination image significantly influences tourists' choices, their satisfaction with the destination, and their post-visit behaviors, including the likelihood of revisiting and recommending the destination to others (Zhang, Wu, & Buhalis, 2018).

Understanding and predicting tourists' intentions to revisit specific destinations is crucial for effective destination management and marketing strategies (Li, Cai, & Lehto, 2020). The attributes of a destination influence tourists' behavior. Tourist behavior encompasses the process of destination selection, the act of visiting, and how they engage with the destination (Kusumaningrum & Wachyuni, 2020). Thus, to enhance the appeal of their destinations and optimize resource use, tourism stakeholders must effectively develop and communicate a compelling destination image through strategic marketing efforts (García, 2023). Therefore, this study aims to measure the relationship between the factors influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

Literature Review

Two points will be discussed in the Literature Review, which are destination attributes and behavioral intentions. Destination attributes, such as activities, hospitality, cost, and safety, are key factors that influence tourists' perceptions and decision-making when selecting a travel destination. These attributes shape the overall visitor experience and contribute to the formation of a destination's image. On the other hand, behavioral intentions refer to tourists' decisions regarding visiting, revisiting, and recommending a destination. The relationship between destination attributes and behavioral intentions is crucial, as positive perceptions can enhance tourist satisfaction and loyalty. Understanding these factors helps in developing effective tourism strategies that enhance destination appeal and long-term sustainability.

Destination Attributes

Destination attributes encompass various elements that attract tourists to a destination, playing a crucial role in destination competitiveness and visitor decision-making. Recent studies highlight that tourists evaluate destination attributes when selecting their travel destinations, often choosing those that align with their preferences and perceived benefits (Huang & Rust, 2021). Destination attributes act as pull factors, influencing tourists' choices based on their expectations and comparative evaluations (Karim et al., 2021).

Furthermore, destination attributes are closely linked to destination image, as they shape visitors' perceptions and experiences. Key factors influencing these attributes include safety, cost, hospitality, and available activities, all of which significantly impact tourists' satisfaction and likelihood of revisiting (Dwyer & Forsyth, 2020). For A'Famosa Safari Wonderland, strong

attributes such as engaging activities, hospitality, cost, and safety contribute to its appeal and overall visitor experience.

By focusing on attributes that resonate most with target market segments, destination managers can enhance the attractiveness and competitiveness of tourist destinations (García-Pablos et al., 2016).

Behavioral Intentions

Recent studies continue to emphasize the critical role of destination attributes in shaping tourists' behavioral intentions, including their decision to visit, consume tourism products, and revisit destinations. According to Wang et al. (2022), destination attributes such as cultural heritage, accessibility, natural attractions, and safety significantly influence tourist satisfaction and return intentions. Similarly, Li et al. (2021) found that destination image plays a pivotal role in motivating tourists to choose a specific location, impacting their overall experience and post-visit behavior.

Moreover, destination image has been found to have a direct influence on tourists' perceptions, affecting their decision-making process and travel behavior (Kim & Chen, 2023). This aligns with the findings of Jang and Cai (2020), who highlighted that the way a destination is perceived influences tourist loyalty and willingness to recommend the place to others. Additionally, successful marketing strategies play a crucial role in enhancing destination attractiveness, as emphasized by Rahman et al. (2023), who noted that digital marketing and social media engagement significantly contribute to shaping destination appeal.

In summary, the evaluation of destination attributes remains a key factor in influencing tourist behavior, with aspects such as activities, hospitality, cost, and safety playing crucial roles in travel decisions and revisits.

Theoretical Framework

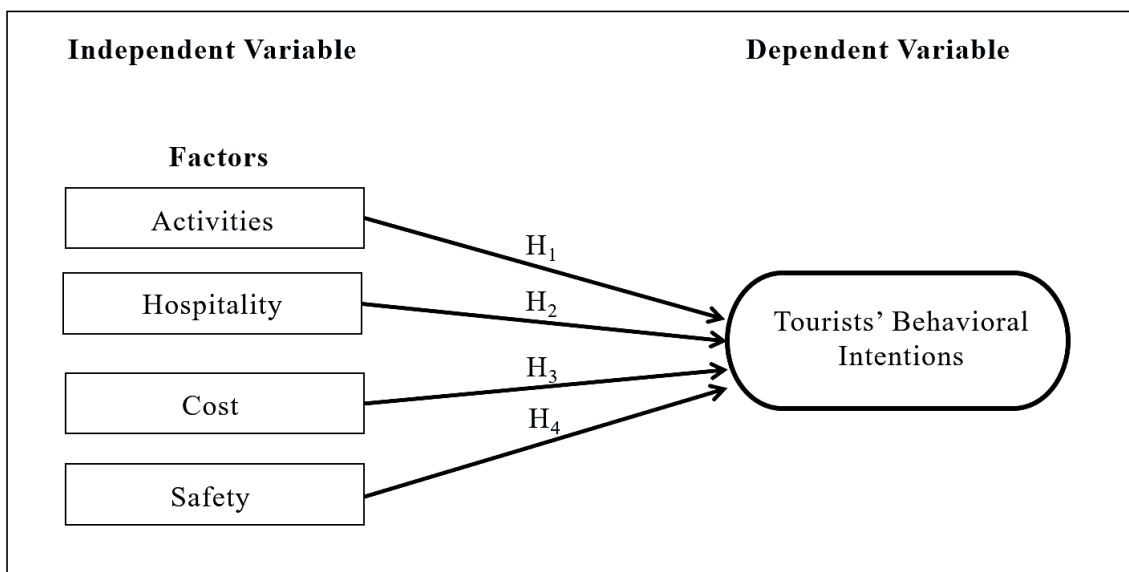


Figure 1: The Research Framework

Source: Adapted from Mahdzar & Gani (2018)

The proposed theoretical framework for the influence of destination attributes on tourists' behavioral intentions towards A'Famosa Safari Wonderland adapted four (4) components of factors that act as independent variables for the study. The four (4) constructs of activities, hospitality, cost, and safety were adapted from the previous study by Mahdzar & Gani, (2018) that analyzed the effects of destination attributes on tourists' behavioral intentions to Kuala Selangor.

Research Hypotheses

The hypotheses, therefore are:

H1: There is a positive relationship between the activities factor influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

H2: There is a positive relationship between the hospitality factor influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

H3: There is a positive relationship between the cost factor influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

H4: There is a positive relationship between the safety factor influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

Methodology

The study employed a quantitative research approach to identify factors influencing destination attributes and their impact on tourists' behavioral intentions towards A'Famosa Safari Wonderland. The independent variables in this research include activities, hospitality, cost, and safety, while the dependent variable is tourists' behavioral intentions. The study setting for this research is a non-contrived setting and the time horizon for this study is a one-shot to answer the research question, which leads to a cross-sectional study. The cross-sectional design was adopted in the current study because the data were collected only once. Thus, the purpose of the study is correlational because it involves several variables, to understand how the variables are related to one another.

In this study, the unit of analysis is the individual, with respondents completing the questionnaire on their own. The population for this research consists of tourists who visited A'Famosa Safari Wonderland in 2023. The sample includes visitors who are 18 years old and older and have experienced A'Famosa Safari Wonderland.

According to Marketing Department A'Famosa Safari Wonderland, there are a total of 28,730 visitors in 2023 and based on Krejcie and Morgan (1970), 379 samples were required when there is a population of 30,000. Therefore, this study proposes to designate all visitors who have visited A'Famosa Safari Wonderland as the target population.

For data analysis, the collected data were examined by SPSS to determine the means and percentages for each of the questionnaires' items. Cronbach Alpha was used to check the reliability of the survey. Other than that, descriptive analysis was used for demographic and key variables. In addition, linear regression analysis was used for hypothesis testing to explain relationships between components of factors towards the tourists' behavioral intentions in terms of activities, hospitality, cost, and safety.

Results and Discussion

The Cronbach's Alpha reliability analysis on all variables in this study including activities, hospitality, cost, safety, and tourists' behavioral intentions among visitors who have visited A'Famosa Safari Wonderland, resulted from 0.871 to 0.918. This finding indicates that the internal consistency obtained from all these instruments is very good and excellent. Table 1 shows a summary of the values of Cronbach's Alpha for each variable used in this study.

Table 1: Result of Reliability Analysis

No.	Variables	Cronbach's Alpha	Strength of Association
1.	Activities	0.918	Excellent
2.	Hospitality	0.894	Very Good
3.	Cost	0.871	Very Good
4.	Safety	0.905	Excellent
5.	Tourists' Behavioral Intentions	0.901	Excellent

N=392

Based on Cronbach's Alpha result in Table 1, the Cronbach's Alpha value for Section B of the questionnaire regarding the dimension of factors influencing destination attributes on tourists' behavioral intentions in terms of activities indicates an excellent Cronbach's Alpha value of 0.918, while the dimension of factors influencing destination attributes on tourists' behavioral intentions in terms of hospitality in Section C shows Cronbach's Alpha value is 0.894. Section D involves factors influencing destination attributes on tourists' behavioral intentions in terms of cost recorded Cronbach's Alpha value of 0.871. Then, section E involves factors influencing destination attributes on tourists' behavioral intentions in terms of safety recorded Cronbach's Alpha value of 0.905, while Section F related to the tourists' behavioral intentions recorded Cronbach's Alpha value of 0.901 which depicts excellent reliability of the instruments. As a result of the reliability test conducted, all dimensions in each variable exceeded Cronbach's Alpha minimum value of 0.7, so all instruments were reliable for further analysis.

As this was a correlational study, linear regression analysis was performed. Linear regression analysis can be used to analyse the relationship between an independent variable and a dependent variable.

Table 2: Model Summary for Factors of Activities, Hospitality, Cost, and Safety
Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate
Activities	.642 ^a	.376	.392	.53518
Hospitality	.743 ^a	.584	.591	.46312
Cost	.794 ^a	.573	.597	.43424
Safety	.620 ^a	.385	.396	.56714

a. Predictors: (Constant), Activities, Hospitality, Cost, Safety

Linear regression analysis was used to test if the tangible significantly predicted satisfaction. Based on Table 2, the R Square value for activities is 0.376. The results of the regression for the activities indicated the predictors explained 37.6% of the variance. Besides, the R square value for hospitality is 0.584. The value indicated that the services can explain 58.4% of the dependent variable, which is tourists' behavioral intentions. Additionally, the R Square of the cost is 0.573, which indicates that the products can explain 57.3% of the dependent variable. Then, the R Square value for safety is 0.385, the results of the regression for the safety indicated the predictors explained 38.5% of the variance.

Table 3: ANOVA for Activities, Hospitality, Cost, and Safety with Tourists' Behavioral Intentions
ANOVA^a

		df	F	Sig.
Activities	Regression	1	283.733	<.001 ^b
	Residual	391		
	Total	392		
Hospitality	Regression	1	164.247	<.001 ^b
	Residual	391		
	Total	392		
Cost	Regression	1	192.075	<.001 ^b
	Residual	391		
	Total	392		
Safety	Regression	1	274.944	<.001 ^b
	Residual	391		
	Total	392		

a. Dependent Variable: Tourists' Behavioral Intentions

b. Predictors: (Constant), Activities, Hospitality, Cost, Safety

Based on table 3 ANOVA table, the F value of 293.733 is significant at $p < .001$ ($p < 0.05$). Therefore, it shows that the independent variables activities can reliably predict the dependent variable tourists' behavioral intentions, $F(392) = 293.733$, $p < 0.05$. Thus, it can be deduced that the regression model is a good fit for the data.

In addition, the F value for hospitality is 164.247, which is significant at $p < .001$ ($p < 0.05$). Consequently, it shows that the independent variable's hospitality can reliably predict the dependent variable, $F(392) = 164.247$, $p < 0.05$. Hence regression model is acceptable.

The table above also shows the ANOVA table for cost with the dependent variable. Based on the result, the F value of 192.075 is significant at $p < .001$ ($p < 0.05$). Besides, the independent variable cost can reliably predict the dependent variable, $F(392) = 192.075$, $p < 0.05$. Therefore, the regression model is showing a significant relationship.

Then, the F value for safety is 274.944, which is significant at $p < .001$ ($p < 0.05$). Consequently, it shows that the independent variable's safety can reliably predict the dependent variable, $F(392) = 274.944$, $p < 0.05$. Hence regression model is acceptable.

Table 4: Coefficients for Activities, Hospitality, Cost, and Safety with Tourists' Behavioral Intentions

		Coefficients ^a			
		(β)	t	Sig.	Result
H1	Activities	1.173	16.731	<.001	Accepted
H2	Hospitality	.942	12.714	<.001	Accepted
H3	Cost	1.069	13.827	<.001	Accepted
H4	Safety	.976	12.639	<.001	Accepted

a. Dependent Variable: Tourists' Behavioral Intentions

According to Table 4, the coefficient for activities is 1.173, which is statistically significant. Furthermore, if the p-value is lower than 0.05 ($p < 0.05$) it is considered that there is a significant relationship between independent value (activities) and dependent value (tourists' behavioral intentions). Moreover, the t-value is greater than 2, which is 16.731. Hence from the table above, the researcher can conclude that the activities positively and significantly influence the tourists' behavioral intentions. Therefore, the hypothesis can be accepted.

The coefficient for hospitality is 0.942, which is statistically significant. Furthermore, the p-value is <.001, which is lower than 0.05 ($p < 0.05$). Therefore, considered that there is a significant relationship between the independent variable and dependent variable. In addition, the t-value is greater than 2, which is 12.714. Hence from the table above, the researcher can conclude that services positively and significantly influence tourists' behavioral intentions. Therefore, the hypothesis was accepted.

The cost standardized coefficient beta value is statistically significant, with 1.069. Furthermore, the p-value is <.001, which is lower than 0.05 ($p < 0.05$). Consequently, it is considered that there is a significant relationship between the independent variable with the dependent variable. Additionally, the t-value is greater than 2, which is 13.827. Therefore, it can be concluded that cost positively and significantly influences the tourists' behavioral intentions. The hypothesis is accepted.

Then, the safety standardized coefficient beta value is statistically significant, with 0.976. Furthermore, the p-value is <.001, which is lower than 0.05 ($p < 0.05$). Consequently, it is considered that there is a significant relationship between the independent variable with the dependent variable. Additionally, the t-value is greater than 2, which is 12.639. Therefore, it can be concluded that safety positively and significantly influences the tourists' behavioral intentions. The hypothesis is accepted.

Consequently, the hypotheses of the study are accepted:

H1: There is a positive relationship between the activities factor influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

H2: There is a positive relationship between the hospitality factor influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

H3: There is a positive relationship between the cost factor influencing destination

attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

H4: There is a positive relationship between the safety factor influencing destination attributes on tourists' behavioral intentions at A'Famosa Safari Wonderland.

This indicates that the study of the relationship between activities and tourists' behavioral intentions has been carried out for years. In addition, engaging in various activities at a destination not only enhances tourists' overall experiences and satisfaction but also increases their likelihood of revisiting and recommending the destination to others (Kim, Ritchie, & McCormick, 2012; Prayag, Hosany, Muskat, & Del Chiappa, 2017).

Besides, the result of the study indicates that hospitality may affect tourists' behavioral intentions. This finding is supported by the study conducted by Ali, Amin, & Cobanoglu (2016); and Rasoolimanesh et al., (2019), that high-quality hospitality services at a destination significantly improve tourists' perceptions, which enhances their overall satisfaction and strengthen their intention to revisit.

Other than that, Gallarza, Gil, & Calderón García, (2019); and Yang, Liu, & Li, (2019) found that cost has a significant positive relationship with the tourists' behavioral intentions. Perceived value, including cost factors, is a critical determinant of tourists' satisfaction and their future behavioral intentions, such as revisiting and recommending the destination.

Then, tourists' perceptions of safety are critical in their destination choices, with higher safety perceptions being strongly associated with greater tourist satisfaction, an increased likelihood of revisiting, and more positive word-of-mouth recommendations (Hassan & Soliman, 2021; Prayag, 2020).

Conclusion

In conclusion, factors influencing destination attributes have been proven by this study to have a positive impact on establishing the tourists' behavioral intention. There is a positive correlation between these four (4) factors towards tourists' behavioral intentions at A'Famosa Safari Wonderland. Thus, some recommendations can be made for future study. Future researchers are advised to use moderator effects such as gender, age, income level, education level, and many more. Nevertheless, future researchers may conduct the same study with includes physiography and superstructure as the variables. If this recommendation can be taken into consideration by future researchers, it is believed to help in improving the quality of the destination and at the same time, boosting the country's economy through the tourists' behavioral intention.

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