MODELLING INTENTION TO VISIT WORLD MONUMENT FUNDED SITE

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─**Abstract**─

World Monument Fund (WMF) spent USD 50,000 I preserving historical value in Kampung Cina Kuala Terengganu Malaysia, and this site has been put on the WMF watch list in 1998,2000, and 2002. To support the effort initiated by the WMF, local government and local community has taken various efforts to ensure that the Kampung Cina will become a major tourist attraction in Terengganu and Malaysia itself. With advancement in a networking technology and new style of marketing with electrical tools, this study will try to understand the influence of electronic word of mouth (eWOM) and the variables representing the theory of reason action, towards the intention to visit this WMF site. Many studies has been conducted on the effect of eWOM on the intention to visit, but mostly on the world heritage site. A quantitative approach using self-administered questionnaire was applied. Within March and April 2017, questionnaire were distributed among 155 international tourist at this site. Only 123 can be used for testing the model. The result shows that attitude and subjective norm have a positive relationship with the intention to adopt. Meanwhile, the hypothesis for eWOM was not supported. This findings is valuable to the government and also to the tourism community for them to create a better marketing strategy for this site.

Key Words: *Theory of Reason Action1, Electronic Word of Mouth2, Intention to Visit3*

JEL Classification:M37.
1. 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 Beatiful Terengganu 2017, Tourism and Cultural Minister of Malaysia believed Terengganu is capable to attract 5.5 million tourist to visit Terengganu in 2017. It is due to the aggressiveness of the state and federal government promoting this state either through the campaign exhibition and promotion via website and other social media. On top of that, Terengganu also has a lot of tourist attraction places. Every districts in Terengganu has their own tourist attraction center such as Kampung Cina, in Kuala Terengganu, Lake Kenyir in Kuala Berang and Setiu Wetland in Setiu.

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) at 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/).

Tourist destination choice could 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 another social media channels could be a motivation for them to visit certain tourist attraction centers. Furthermore, tourists are keen to believe what has been shared by their peers who has been visited the places via online (Luo and Zhong, 2015). Even there are many studies has been conduct regarding the intention to visit, but most of them are looking at the world heritage sites, or other places outside Malaysia. Though, due to the advancement of networking technology, willingness to share experience to and lack of studies of intention to visit WMF sites especially in Malaysia, by adopting the Theory of reason Action (TRA) and Electronic word of mouth (eWOM), this study will try to identify factors influencing the intention to

visit WMF site, which is Kampong Cina, in Terengganu among international tourists during Visit Terengganu year, 2017.

2. THEORY OF REASON ACTION (TRA)

The TRA was developed by Fishbein and Ajzen (1975) intentionally to predict customer prediction behavior. TRA used attitude and subjective norms to express the impacts of cognitive components of individual decision making process (Guo et al. 2007). Even TRA was formed in 1975, however, the theory is still popular in predicting the individual behavior in many areas of study such as) in m-health adoption (Xiaofei et al., 2013) Kim et al (2015) in social media and Paul et al., (2016) in green purchasing.

2.1. Attitude

Attitudes has been classified as an important psychological construct that has an influence and predict many behaviors (Huh, et al., 2004). According to Ajzen & Fishbein, (1980) and Fishbein & Ajzen, (1975), attitude refers to the evaluation of the performances of a behavior. Many studies found that attitude has a positive relationship with the intention to visit. Jalilvand et al. (2012) found that there is attitude has a positive relationship with visiting intention Isfahan. Miao (2015) also found that there is a significant relationship between attitude and behavioral intention to visit Thailand**.** Albarq (2013) also has a similar result when he found that tourists' travel intentions was positively influenced by their attitudes when tourists chosen Jordan as a destination to be visited. Han et al., (2017) also found that attitude is positively related to intention. Though, we hypothesized that;
H1. Attitude has a positive relationship with the intention to visit WMF site.

2.2. Subjective Norm

Subjective norms has been defined as perceived pressure from important person in your life to perform or not to perform the behavior by the individual (Ajzen, 1991). As a second variable in the TRA, it also found to have a positive relationship with the intention in various studies such as in tourism study, Jalilvand et al. (2012) found that subjective norm is positively related with visiting intention of Isfahan. Miao (2015) also found that there is a significant

relationship between subjective norm and behavioral intention to visit Thailand. In recent study, Han et al., (2017) also found that subjective norms is positively related to intention. Thus, it is hypothesized that:

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

2.3. Electronic Word of Mouth (eWOM)

Electronic word-of-mouth encompasses a variety of media forms and types of websites, of which online consumer reviews and ratings are the most accessible and prevalent (Chatterjee, 2001). In the Internet era, the effect and distribution of WOM have been further enhanced, as individuals can now make their opinions easily accessible to other Internet users (Dellarocas, 2003). Compete Inc. (2006) found that nearly 50% of travel purchasers visited a message board, forum, or online community before purchasing online travel products. Abu Bakar (2016) found that eWOM has a positive relationship with the intention to visit. Though: H3; eWOM has a positive relationship with the intention to visit WMF site.

2.4 Intention to Visit

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. Figure 1 demonstrate the research framework of the study.

3. METHODOLOGY

For the purpose of the study, data were collected at the site during mid of March till 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 3 predictors, medium effect

size and power was set at 80% (Gefen et al., 2011), the minimum sample size required to test this model was 77. 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).
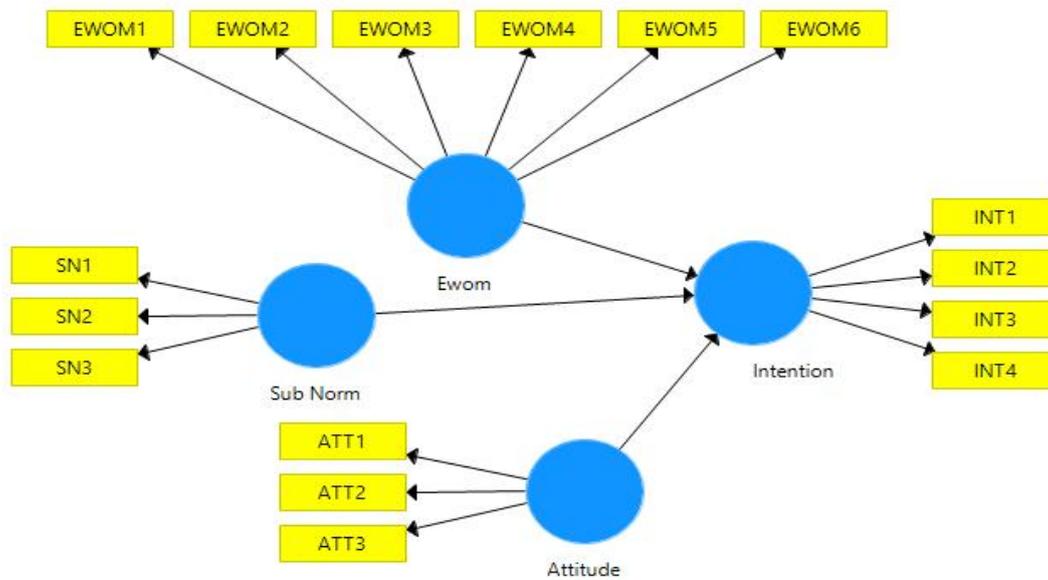

Figure 1 : Research framework

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. However, after sorting, only 117 questionnaire sets could be used for data analysis purposes. Since the G*power propose to have at least 77 respondents to test the research framework, though, with 117 respondents, it shows that the study has enough data to test the research model.

Common method variance could be an issue since the data was collected using a single source. (Podsakoff et al., 2003). The study was use both method; procedural and statistical testing as proposed by the literature how to remedy the common method bias issue. On procedural, the different end scale point for the independent and dependent variable (podsakoff et al., 2003), and on the statistical test, the study used Harman single factor test. The test is to confirm that the data was not explained by a single factor. Unrotated factor analysis indicated that the first factor carried for 41.98% of the total variance, and thus, the common method variance was not a serious issue for the study. The study used Partial Least Squares (PLS) technique using the Smart PLS 3.2.6 software (Ringle, Wende & Becker, 2015) to test the hypothesis developed from the research model.

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 the majority of them have a degree an above for their education level. Table 1 below demonstrates the respondent profile.

Table 1: Respondent 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%**

4.0 DATA ANALYSIS AND RESULT

Multivariate skewness and Kurtosis has been tested by the software available at: https://webpower.psychstat.org/models/kurtosis/results.php?url=08007b56874166 c3e9e5aeb22e233ec8 as proposed by Hair et al (2017) and Cain et al., (2016). The Mardia's multivariate skewness (β =4.0385, p<0.01) and Mardia's multivariate Kurtosis (β =30.914, p<0.01) Shows that the data was not multivariate normal, thus it confirmed that the data is suit perfectly with the Smart PLS which is non-parametric analysis software.

4.1. Measurement model

Two types of validity will be examined to confirm the measurement model which are convergent validity and the discriminant validity.

4.2 Convergent validity

The convergent validity measures to confirm that multiple items measure the same concept in agreement. (Hair et al., 2017,) by evaluating the factor loadings, composite reliability (CR) and the average variance extracted (AVE) Hair et al, 2017). To establish the convergent validity, loadings should exceed 0.5, CR should be greater than 0.7 (Hair et al., 2017) and the AVE is also need to be higher than 0.5 (Barclay et al., 1995). Table 2 depicts that all the constructs achieve the minimum threshold value to meet the requirement to establish the convergent validity.

Table 2 : Measurement Model

Constructs	Item	Loadings	CR	AVE
Attitude	ATT1	0.911	0.948	0.858
	ATT2	0.932		
	ATT3	0.936		
Ewom	EWOM1	0.809	0.906	0.618
	EWOM2	0.860		

	EWOM3	0.778		
	EWOM4	0.836		
	EWOM5	0.614		
	EWOM6	0.797		
Intention	INT1	0.904	0.910	0.719
	INT2	0.747		
	INT3	0.861		
	INT4	0.871		
Subjective	SN1	0.920	0.923	0.800
Norm	SN2	0.870		
	SN3	0.892		

Note: CR = Composite Reliability; AVE = Average variance extracted

4.3 Discriminant validity

The discriminant validity the extent to which a construct truly distinct from the other construct and to measure how much indicators represent only a single construct (Gholami et al.,2013). Due to some criticism on the Fornell and Larcker (1981) criterion, Henseler et al., (2015) proposed an alternative approach in the form of heterotrait-monotrait ratio of correlation (HTMT). Table 2 demonstrates the result of discriminant validity based on HTMT ratio. If HTMT value greater than $HTMT_{0.85}$ value of 0.85 (Kline, 2011), thus indicating of serious issue in discriminant validity. Table 3 shows that, discriminant validity has been established due to all values for the HTMT were lower than the cut-off value mentioned by Kline (2011).

Table 3 : Discriminant Validity

Heterotrait-Monotrait Ratio (HTMT)

	Intention	Attitude	Ewom	Sub Norm
Intention				
Attitude	0.498			
Ewom	0.253	0.258		
Sub Norm	0.405	0.493	0.345	

Note: Criteria: discriminant validity is established at $HTMT_{0.85}$

4.4 Structural model analysis

It is vital to confirm that there is no collinearity issue before assessing the structural model. The collinearity test result indicate the VIF values were lower than 3.3 (Diamantopoulus and Siguaw, 2006), thus confirmed that, collinearity is not an issue for the study.

Table 4 : Hypothesis testing

Hypothesis	Relationship	Beta	Se	T Value	LL	UL	Decision
H1	Att -> Int	0.335	0.097	3.471**	0.143	0.542	**Supported**
H2	Sub Norm -> Int	0.185	0.083	2.242*	0.008	0.338	**Supported**
H3	Ewom -> Int	0.104	0.123	0.851	-0.271	0.265	**Unsupported**

*p < 0.05; **p < 0.01

Table 4 illustrates the results of hypothesis testing based on the hypothesis developed in the research model. The variable representing the TRA were found significant. (ATT →INT, β = 0.335, t = 3.471 and SN →INT, β=0.185, t=2.242,). On the other hand, eWOM was found as insignificant to the intention to visit Kampung Cina.
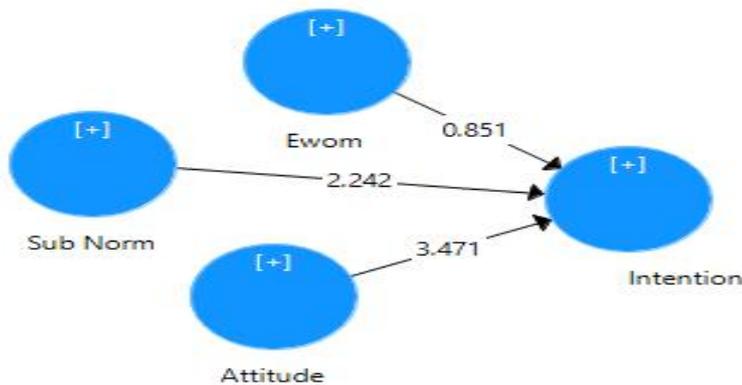

Figure 2: Hypothesis testing

5. DISCUSSION AND CONCLUSION

The study has found that two out of three hypothesis developed for the study were supported. Thus indicate that the TRA is useful in understanding the intention to visit WMF site which is Kampung Cina in Kuala Terengganu. The results was similar to Jalilvand and Samiei (2012), Miao (2015) and Han et al., (2017 when their study also found that attitude and subjective norm was significantly related to the intention to visit Isfahan. Armed with this knowledge, the government or the organization who lead the promotion for this site should aware that, to attract more tourists to visit this site, attitude and subjective norm are very crucial for them. Though, the promotion should be broader and also ensure that it will reach not only for specific potential individuals, but also who are important person in their life.

Otherwise, eWOM was found to have a not significant factor towards intention to visit WMF site. This was inconsistent with the previous literature. It is due to a small amount of blogs or information provided by the tourist who visited this site. Beside the major webpage related to the tourism such as Trip Advisor, and others pages developed by state government, it is really hard for the potential tourists to obtain an information from this site. If there is a blogs sharing their experience in visiting this site, it is written in Malay which hardly been understand by international tourist. Hence, it is important to marketing officers or parties involved in promoting this area to create a blog of any form of sharing information which is written in English to ensure the sharing will influence international tourist to visit this WMF site.

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