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# ICLET 2021

INTERNATIONAL CONFERENCE ON LANGUAGES,  
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# E-PROCEEDING

THEME: "LANGUAGE, EDUCATION AND TOURISM -  
EMBRACING CHANGES AND CHALLENGES"

## TOURISM





**ICLET 2021**  
THE INTERNATIONAL CONFERENCE  
ON LANGUAGES, EDUCATION AND  
TOURISM 2021

*Proceedings of the 4<sup>th</sup> International Conference of Languages,  
Education and Tourism 2021*  
*Language, Education and Tourism - Embracing Changes and Challenges*  
*International Islamic University Malaysia*  
*28<sup>th</sup> – 30<sup>th</sup> June 2021*

**Tourism Proceeding**

**E-PROCEEDING OF INTERNATIONAL CONFERENCE OF LANGUAGES,  
EDUCATION AND TOURISM (ICLET) 2021  
[Tourism Version]**

**“Language, Education and Tourism – Embracing Changes and Challenges”**

**28th – 30th June 2021  
KULLIYAH OF LANGUAGES AND MANAGERMENTS  
INTERNATIONAL ISLAMIC UNIVERSITY OF MALAYSIA  
PAGOH CAMPUS**

NATIONAL LIBRARY OF MALAYSIA

e-Proceeding of International Conference of Languages, Education and Tourism (ICLET) 2021  
[Tourism Version]

e ISBN 978-967-19255-9-1



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First Published: November 2021

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International Conference of Languages, Education and Tourism (ICLET) 2021

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Published by:

Kulliyyah of Languages and Managements (KLM),

International Islamic University of Malaysia Pagoh Campus

In collaboration with:

Office of Jamalullail Chair, IIUM Gombak

Majlis Agama Dan Istiadat Melayu Perlis (MAIPs)

Kulliyyah of Education (KOED), IIUM Gombak



**Tourism/Eng/ID: 32**

## **TOURIST SATISFACTION IN AESTHETIC QUALITIES OF ISLANDS IN EAST COAST REGION IN MALAYSIA**

Ainun Khadijah Lokman\*<sup>1</sup>, Mazni Saad<sup>2</sup>, Reni Yuliviona<sup>3</sup>, Rasidah Nasrah<sup>4</sup>

<sup>1,2</sup> Tourism Department, Kuliyyah of Languages and Management, International Islamic  
University Malaysia, Pagoh Edu Hub, Johor Darul Takzim, Malaysia.

<sup>3</sup>Faculty of Economic and Business, Universitas Bung Hatta, Padang, Indonesia

<sup>4</sup>Universitas Mahaputera Muhammad Yamin Solok, Indonesia.

(E-mail: ainkhadijah36@gmail.com, maznisaad@iium.edu.my,  
reniyuliviona@bunghatta.ac.id, rasidahnasrah82@gmail.com)

### **ABSTRACT**

This study deals with aesthetic qualities in island tourism on the East Coast of Malaysia. The beauty of the island is undeniable, which the record of tourist arrivals is very encouraging. However, the island's main strengths have yet to be discovered. It is unclear what is the primary aesthetic qualities contribute to tourist satisfaction. Factors that entice tourists to return must be understood in order for their loyalty to continue to visit. Hence, this study investigates the relationship between aesthetic qualities (cleanliness, scenery, art/architecture, and genuineness) and tourist Satisfaction. This research aims to determine whether aesthetic qualities affect tourist satisfaction in Malaysia's East Coast islands. This study used the questionnaire survey and collected 150 responses (39% response rate) from tourists who had visited any of Malaysia's East Coast islands in the past three years. Through IBM-SPSS version 24, the multiple regression analysis reveals that all aesthetic qualities (cleanliness, scenery, art/architecture, and genuineness) contributed to tourist satisfaction when visiting the East Coast region's islands. The findings aimed to raise public awareness about the importance of the sustainability concept while also benefiting a large number of stakeholders.

**Keywords:** Aesthetics qualities, island tourism, sustainability, tourist satisfaction



## **1. INTRODUCTION**

The aesthetic qualities of islands have become one of the major attractions in tourism (Li, 2017). Shusterman and Tomlin (2008) stated that aesthetics is of fundamental value to human beings. The economic and social development from standardization to more consumer-oriented production in the western world has also contributed to an increased focus on aesthetics experiences and the symbolic value of products (Charters, 2006). In tourism, natural experiences provide opportunities to discover, express, and perceive aspects of reality that lie at the root of our existence and make life valuable, joyful, and sometimes painful.

United Nations Educational, Scientific and Cultural Organization (UNESCO) spelt the criteria for assessing potential World Heritage sites based on the aesthetic value in tourism to judge natural reserves and cultural resources. Wang, Xia, and Chen (2008) stated that aesthetic value is people's 'feeling' about certain landscapes. Bjerke, Ind and Paoli (2011) viewed aesthetics as sensory means of grasping reality, understanding impulses, and making decisions. In a later opinion, Hyun, Park, Ren, and Kim (2018) agreed that aesthetics components include external factors such as architecture, colour, style, and aesthetics responses involving affective reactions to the object. These various opinions suggest that aesthetic qualities might vary from one element to another.

Discussions on the role of aesthetics in consumer behaviour and service organizations are common (Baisya & Das, 2008; Brady & Cronin, 2001; Charters, 2006; Das et al., 2003; Lagrosen & Lagrosen, 2017). This role has now become a theme in tourism research directed towards consumers experiences (Bonn et al., 2007; Hosany & Witham, 2009, Oh et al., 2007). The aesthetics qualities should be customer-oriented and strategically crucial for the consumers' overall experience like other service quality attributes (Parasuraman et al., 1985). In this study, aesthetics refers to the five qualities or components: cleanliness, scenery, art/architecture, and genuineness.

Island tourism is famous because of the scenic view, activity and it is part of escapism. Besides, the unique geographical situation and their natural and cultural heritage richness make them unique for visitors. However, island tourism destinations often confront several challenges and vulnerabilities due to the diverse land formation, coastal areas, and wildlife species. Sheldon (2005) stated that the isolation of the island environment created biodiversity and, by opening to tourism, had endangered some of that sheltered biodiversity. Besides, a large amount of waste (solid and liquid) created by tourism is a problem since its disposal on islands is limited. In line with the 2030 Agenda for Sustainable Development blueprint, sustainable development goals (SDG) 11 aims to make cities and human settlements inclusive, safe, resilient, and sustainable. The contents of SDG 11 are relevant in this study in emphasizing the aesthetic qualities of an island to maintain its attractiveness for both human beings, other living organisms and future generations. Therefore, this study investigates the roles of aesthetic values towards the East Coast Island tourists' satisfaction.



## **2. LITERATURE REVIEW**

### **2.1 Island Tourism**

Island tourism research has grown since the 1990s (McLeod, Dodds, & Butler (2021). According to McLeod, Dodds, and Butler (2021), tourists move to the destination for overnight stays or day visits as part of a tourism system. Putting policy, planning, development, and management frameworks should increase visitor flow to the island. Butler (1980) says that the advent of tourism on an island takes a particular path that may need to monitor tourism growth and development an island takes. In the case of island tourism, the geographies are integrally connected to the economic activity that is tourism requires the support of resources like marine fishery business and tourist guidance services.

This study investigates aesthetics qualities towards tourist satisfaction at the islands in the East Coast region in Malaysia. In Malaysia, the East Coast islands refer to Pahang, Kelantan, and Terengganu. Islands in these states match world-class nature tourism destinations, and it has attracted 172,822 tourists to visit the islands' marine parks (Malaysian Department of Marine Parks, 2017). Island tourism on the East Coast continues to attract a growing number of tourists throughout the year.

### **2.2 Aesthetics Qualities and Tourist Satisfaction**

In this study, aesthetics refers to the five qualities or components: cleanliness, scenery, art/architecture, and genuineness. Cleanliness is an integral of the aesthetic qualities used in measuring satisfaction in tourism research (Breiby & Slatten, 2018). Breiby and Slatten (2018) measured cleanliness through the purely natural environment along the route, the litter condition, and the overall business. The study found that cleanliness had a positive and significant effect on overall satisfaction on tourist routes in Norway. Hasan, Abdullah, Yew Lew, and Islam (2019) found that perceived service quality that consists of cleanliness attribute of the beach and nearby area and cleanliness of service employees has a significant effect on tourist satisfaction who visited beach destinations of Bangladesh. This evidence can also be supported by earlier research done by Sangpikul (2018) that asserted cleanliness positively affected tourists' experience.

Islamic tourism emphasized cleanliness as part of Shariah compliance in travelling and leisure activities to become a pioneer industry (Muneeza et al., 2020). Cleanliness is crucial for accommodation premises as highlighted in the Malaysian Standard on Halal Food; MS 1500:2009. The standards mention cleanliness specifically for bedroom, washroom floor, public prayer area, prayer garment, recreational facilities, and facilities used by the travel agent must be kept clean for Muslim guests. In short, many studies, including standards, agree on cleanliness as a crucial attribute to satisfaction. Based on the arguments, this research postulate that: (H1) cleanliness has a positive and significant influence on East Coast Island tourists' satisfaction.

The second popular attribute of aesthetics qualities is scenery. Scenery measured by Breiby and Slatten (2018) consists of good viewpoints along the route in the island, arranged viewpoints along the route in the island, good view of the cultural landscape, and natural landscape. The scenery became a pursuit as the enjoyment of its beauty may cause to wonder, magnificence, steepness, peace, and openness (Li, 2017). Studies show that fascinating scenery has a positive link to expectation and satisfaction.



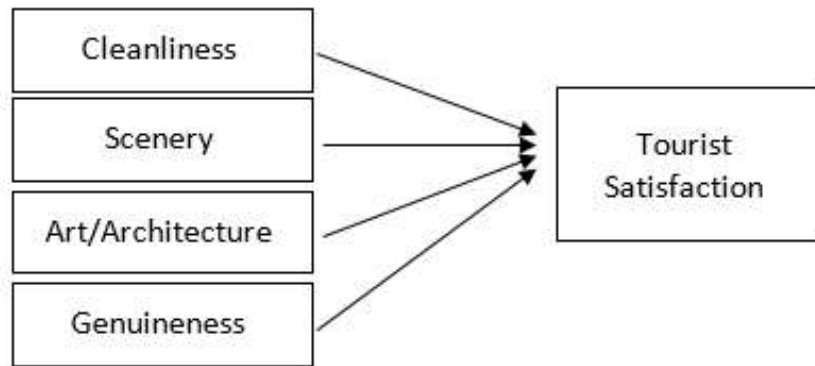
The scenery viewed from film-induced tourism has been identified as the primary motivation of tourists to the movie set as featured in the film. The people who watch the movies wanted to see if it was true and wanted to experience themselves by visiting the places portrayed in the films (Wijaya & Rosikha, 2020). The scenery was one of the strongest elements in increasing the number of visitors significantly. Promoting scenery of tourism destination through film-induced tourism have been marketing initiatives film tourism for the destination image. However, Wijaya and Rosikha (2020) found that tourists who came to Belitung Island after watching *Laskar Pelangi* the movie was not because of the authenticity but rather seek to feel the experience of the movie. As studies supported a point of view in which scenery could be associated with tourist satisfaction, the second hypothesis is: (H2) scenery has a positive and significant influence on East Coast Island tourists' satisfaction.

The integration of art or architecture attributes in tourism development is not new. According to Lam-Gonzalez et al. (2019), island destinations will face greater competition when more developed infrastructures, cultural assets, natural environment, and promotion. Li (2017) said that tourist attractions with tourism theme projects and central scenic spots might add to the strong comprehensiveness of tourism dynamic aesthetic activity. Bazneshin, Hosseini and Azeri (2015) had mentioned that the physical variables of tourist areas such as architecture would increase tourist satisfaction. The authors highlighted the importance of the design of architectural spaces providing tourists' needs and desires to increase their satisfaction. This is also being supported by Huh, Uysal and McCleary (2006) and Lu, Chi and Liu (2015), where the authors said that architecture is part of the destination attributes in the cultural/heritage destination in determining tourist satisfaction. Both studies found that there was a significant relationship between the attributes and tourist satisfaction. In sum, literature has shown that art/architecture had contributed to tourist satisfaction, and therefore, this research hypothesizes that: (H3) art/architecture has a positive and significant influence on East Coast Island tourists' satisfaction.

Genuineness is also part of the destination image contributing to tourist satisfaction (Lu et al., 2015). Characterizing genuineness features of tourism products are not easily distinguishable. Breiby and Slatten (2018) measured genuineness from the availability of flora, opportunities to eat local dishes, service providers that reflect traditions, and good opportunities to observe wildlife. Tourists sought genuine experiences at destinations. As a result, it has made island tourism a competitive opportunity for managers to offer tourists an authentically genuine experience of the destination to increase tourist satisfaction. Genuineness continues to be demanded by tourists as customers. Lee et al. (2016) studied authenticity and tourist satisfaction in Singapore Chinatown. The authors had mentioned that genuineness does have a significant role in bringing tourist satisfaction. Truong, Lenglet and Mothe (2017) also discussed genuineness as the destination distinctiveness. The authors concluded that genuineness is the main contributor to tourist satisfaction in visiting Dalat, a mountain city in Vietnam. In short, this research hypothesizes that: (H4) genuineness has a positive and significant influence on East Coast Island tourists' satisfaction.

As hypothesized, Figure 1 illustrates the proposed framework for this study.





**Figure 1.** Study Framework

### **3. METHODOLOGY**

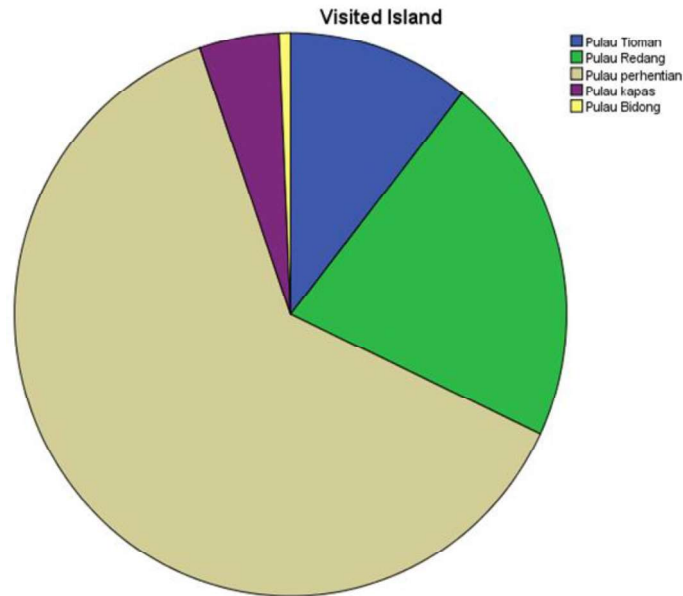
The present study is a cross-sectional design and adopts a quantitative approach. Based on 172,822 tourists visited the islands' marine parks (Malaysian Department of Marine Parks, 2017), the determined sample was 384 (Krejcie & Morgan, 1970). The questionnaire survey was designed to adopt questions from Breiby and Slatten (2018) for the aesthetics qualities. The satisfaction was adopted from Phillips, Wolfe and Leistriz (2013). The main research instruments shall be questionnaires that will use a six-point Likert scale range; "1" indicates "strongly disagree," and "6" indicates "strongly agree."

This study avoids using traditional paper-based questionnaire surveys because it has limitations of high fieldwork costs and yet poor response rates. Instead, this study uses Google Form as we now rely on the widespread use of the method. This study chose the online survey through the Google form as the method of data collection. The data collection period for this study was within one-month time.

### **4. MAIN RESULTS**

#### **4.1 Demographic Profile**

This study received 150 responses, yielding to 39% of response rate. Many respondents were female (70%), aged between 23 to 27 (49%), and originated from the east coast region (63%). Respondents mostly visited Pulau Perhentian (41%), followed by Pulau Redang (18%), and Pulau Kapas (22%) (see Figure 2). Most of the tourists stayed for three days (43%)



**Figure 2.** Visited Islands

#### 4.2 Goodness of Data

Before the mass data collection process, a pilot study was conducted. This study gathered 30 respondents, and the results, as shown in Table 1, are reliable.

**Table 1.** Summary of Cronbach's Alpha of All Variables

Variable	Number of Items	Cronbach's Alpha
IV1 Cleanliness	4	.739
IV2 Scenery	4	.858
IV3 Art/ Architecture	4	.737
IV4 Genuineness	4	.834
DV Tourist's Satisfaction	2	.756

Note. n=30

#### 4.3 Hypothesis Testing

Correlation analysis was used to quantify the magnitude and direction of linear relationships between variables. Correlation coefficients between variables range between 0.416 and 0.628, which is less than Tabachnick and Fidell's threshold of 0.7 for multicollinearity (2001). Table 2 summarises the Pearson correlation coefficients for the study variables.





**Table 2.** Pearson Correlation

		Correlations				
		CS	SC	CL	AR	GN
Pearson Correlation	CS	1.000	-	-	-	-
	SC	.652***	1.000		-	-
	CL	.489***	.368***	1.000	-	-
	AR	.637***	.564***	.493***	1.000	-
	GN	.582***	.628***	.416***	.575***	1.000

N=150, sig. (1-tailed)

Table 3 indicates that R<sup>2</sup> value is 57%, explaining the variance in the satisfaction among the tourists. Given the small sample size, the adjusted R<sup>2</sup> value of 55% is still considered quite respectable. ANOVA analysis confirms that the model of aesthetic qualities is statistically significant at  $p < 0.0005$ . According to the coefficients table, scenery contributes the most (35 percent), followed by architecture (28%) and cleanliness (27%) (17%). However, genuineness is not contributing to this model.

**Table 3.** Regression Analysis

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.752 <sup>a</sup>	.566	.554	1.36131	.566	47.233	4	145	.000

a. Predictors: (Constant), GN, CL, AR, SC

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	350.124	4	87.531	47.233	.000 <sup>b</sup>
1 Residual	268.709	145	1.853		
Total	618.833	149			

a. Dependent Variable: CS

b. Predictors: (Constant), GN, CL, AR, SC



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-1.516	.863		-1.756	.081
SC	.248	.053	.349	4.700	.000
1 CL	.104	.040	.166	2.593	.010
AR	.178	.047	.284	3.819	.000
GN	.082	.048	.131	1.727	.086

a. Dependent Variable: CS

## 5. DISCUSSION

The overall results show that all study variables of aesthetic qualities had a positive and significant influence on tourist satisfaction with a good result. However, only three hypotheses are supported in this study. The genuineness of the island tourism in the case of the East Coast islands was not significant. Cleanliness, scenery, and art/architecture were statistically satisfied tourists' travelling experience in the islands. Of the significant results, scenery appears to have the most considerable influence, followed by the islands' art/architecture and cleanliness. The scenery element gives its most remarkable impression on tourists in perceiving satisfaction. As hypothesis 2 is supported, it shows that scenery impacts the tourists' experience. That is, the better the scenery perceived by tourists, the stronger the level of tourist satisfaction. This is in line with the research results by Breiby and Slatten (2018) and Li (2017) that a stunning view has a positive relationship with expectations and satisfaction. In this study, the scenery was greatly concerned and appreciated.

Art/architecture is found as the second contributor that influences tourist satisfaction in the islands. These results also confirm that the physical variables of tourist areas such as architecture will increase tourist satisfaction (Bazneshin, Hosseini & Azeri, 2015). Art and architecture are significant in the context of giving the impression that tourists can enjoy maximum service in the form of physical variables in tourist areas.

The results of hypothesis 1 is in line with Breiby and Slatten (2018). Cleanliness has a positive and significant effect on tourists' overall satisfaction. When tourists are enjoying tourist attractions, cleanliness adds an aesthetic value. As a result, managers of tourist attractions must pay close attention to cleanliness.

Tourists appreciate and are satisfied with a tourist destination if it retains its original form unaltered by humans. While Lee et al. (2016) found that genuineness plays an important role in presenting tourist satisfaction, this study discovered that it had no effect on East Coast tourists. The current study contradicts Lee et al. (2016) and Truong, Lenglet, and Mothe (2017), who discovered that genuineness does contribute to tourist satisfaction.



## 6. CONCLUSION

This study provides an overview of the tourists' satisfaction with the aesthetics value of island tourism based on cleanliness, scenery, art/architecture, and genuineness. Anecdotal evidence suggests that the selected variables of aesthetics values are all crucial in island tourism on the East Coast. Island tourism in the East Coast Malaysia shows that tourists appreciate scenery – natural landscapes, nature sites and at the same time regarding the availability of physical buildings or facilities relevant to the tourism on the islands.

To develop successful island tourism destinations, we suggest measures to improve the aesthetic qualities that promote island tourism on the East Coast. Geographic features must be maintained for its sustainability. In line with the tourist area life cycle, balancing the economic and environmental sustainability goals is needed. Thus, the aesthetic qualities may now fulfil the demand for environmental sustainability as it has become an urgent strategic issue for both private and public sectors through corporate social responsibilities.

The present study has some limitations that allow future research opportunities. One of the limitations of this study is the sample size, and the number of respondents is small. The number of respondents for this study is 150 respondents who do not statistically represent the population of the tourists that visited the islands in the East Coast region in Malaysia. Besides, this study heavily depends on the snowball effect as it uses Google Form to get the data. We recommend that future studies replicate the study variables but use quota sampling with targeted islands to avoid bias.

**Biography:** Ainun Khadijah Lokman is recently graduated from International Islamic University Malaysia, Malaysia. She could be contacted through [ainkhadijah36@gmail.com](mailto:ainkhadijah36@gmail.com), Tourist Satisfaction in Aesthetic Qualities of Islands in East Coast Region in Malaysia ICLET-2021.

**Acknowledgment:** All glory is due to Allah, the Almighty, whose Grace and Mercies have been with us throughout the duration of my programme. Although, it has been tasking, His Mercies and Blessings on us ease the herculean task of completing this paper. We thank Him for all the opportunities, challenges and strengths that have been blessed on us throughout the process. We would like to thank our families and Friends for all the support and prayers.



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