COVID-19 Affect the Behaviour of Tourist in Kuala Lumpur Area

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ARTICLE INFO	ABSTRACT
	This study has explored the impact of the Covid-19 pandemic on tourist behaviour in the Kuala Lumpur area. The tourism sector plays a vital role in the economic development of a country, contributing significantly to income generation and employment. However, the outbreak of Covid-19 has severely disrupted the global tourism industry. The pandemic led to a substantial decline in tourism activities worldwide. Beyond its economic implications, tourism also contributes to the mental well-being of individuals by offering opportunities for leisure and relaxation. The pandemic has caused a marked shift in tourist behaviour, with heightened anxiety and reluctance to travel. This widespread apprehension has not only hindered tourism recovery but has also negatively impacted the emotional and psychological state of the public. Therefore, this chapter is crucial in examining the consequences of the pandemic and understanding its broader implications on tourism behaviour.

1. Introduction

This study examines how the Covid-19 pandemic has significantly influenced tourist behaviour in the Kuala Lumpur area. Tourism is a critical component of national economic development, contributing not only to GDP but also to employment and regional growth. The Covid-19 pandemic, however, has severely disrupted this sector both globally and locally. According to Yau and Ping [16] the pandemic led to a substantial downturn in the global tourism industry. Travel restrictions, lockdowns, and health concerns caused an unprecedented decline in tourist arrivals and revenues. In Kuala Lumpur, as in many other parts of the world, this disruption was deeply felt.

Beyond economic impacts, the tourism industry also plays a vital role in enhancing the well-being and mental health of individuals. Travel provides people with opportunities for relaxation, exploration, and cultural exchange, which contribute to psychological well-being. The pandemic, however, instilled fear and uncertainty among potential travellers. As a result, many people became reluctant or even afraid to plan leisure trips, not only due to health concerns but also because of

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changing travel regulations and the risk of unexpected quarantines or closures. The shift in behaviour, marked by a rise in cautiousness, avoidance of crowded destinations, and preference for domestic or nature-based tourism, poses long-term challenges for the tourism industry. The psychological impact of the pandemic has thus compounded the economic loss, affecting both the supply (tourism providers) and demand (travellers) sides of the sector.

Therefore, the study of this behavioural change is crucial. It allows for a deeper understanding of the pandemic's broader implications and informs strategies for recovery and adaptation in the tourism sector. Understanding these changes can help stakeholders—governments, businesses, and communities—develop more resilient and responsive tourism policies in the post-pandemic era.

2. Methodology

This research adopts a primary quantitative research design, which is particularly effective for collecting first-hand data on specific behavioural trends and patterns. According to Sham *et al.*, [11] primary quantitative methods typically involve techniques such as surveys and structured interviews that yield numerical data suitable for statistical analysis. In this study, the survey method was chosen as the primary tool for data collection. The survey included a combination of demographic questions (e.g., age, gender, income level, travel frequency) and items related to the independent variables (IV) and dependent variables (DV) of the research. This structured approach allows the researcher to examine relationships and patterns in tourist behaviour, especially in the context of the Covid-19 pandemic.

Primary quantitative methods are widely used because they enable researchers to gather original, real-time data from respondents, as opposed to relying on secondary sources or previously published information. As noted by Anguera-Torrell [2], this approach enhances the reliability and validity of the findings by minimizing bias and ensuring that the data directly reflects the target population's responses. Furthermore, the use of this method aligns well with the study's objectives—allowing for a focused investigation into how the pandemic has influenced tourism behaviour in Kuala Lumpur. By collecting data directly from tourists or residents, the study is able to generate authentic, evidence-based insights that are tailored to the local context.

2.1 Research Design

This research study was conducted in the Kuala Lumpur area of Malaysia, which is the national capital and the largest city in the country. Specifically, the research focused on the Klang Valley, a region that encompasses both Kuala Lumpur and the neighbouring state of Selangor. While the Klang Valley represents a broader metropolitan area, the primary concentration of this study was on Kuala Lumpur itself. This location was selected due to its prominence as a major urban and tourist hub, and its close proximity to Selangor further emphasizes the interconnectedness of tourism activity within this region.

The behaviour of tourists visiting Kuala Lumpur was examined in the context of the COVID-19 pandemic, which had a profound impact on both public health and socio-economic conditions. As reported by Abhari *et al.*, [1], the pandemic created widespread distress among the population, significantly disrupting daily life and economic activities. Malaysia's tourism sector, particularly in major destinations like Kuala Lumpur, experienced a sharp decline in tourist arrivals and revenue. This research aims to assess the influence of the pandemic on tourist behaviour, with a particular focus on their spending patterns and travel decisions in the Kuala Lumpur area. The findings are

intended to provide insight into how the tourism economy in this region has been affected and how it might recover in the post-pandemic period.

3. Results

3.1 Pilot Studies

The researcher of the study has modified the online mode of the questionnaires of the survey method. It helps to rectify the mistakes that were seen during the conduction of the study. The online mode of the questionnaire method is collected from 30 respondents in the Valley. It helps to verify the reliability and validity of the responses [6]. Data were collected through the "Statistical Package for the Social Sciences" (SPSS) to acquire the acquirable range of Cronbach' alpha values. The attainable range of this 'Cronbach alpha' value which is greater than the value of 0.7, and the collected range of the result that is get from 30 respondents was "within the range" of the "Cronbach alpha values". In this study, pilot test with 30 respondents has been run to check the reliability, normality values by running the normality, T-test, reliability and descriptive statistics tests to gain authentic values from the tests with the help of SPSS.

3.2 Reliability Test

The "reliability test" refers to the area to which an experiment measures without any type of error. It helps to satisfy the purpose of the research. There is not too much time to conduct the research. Therefore, the situation can be valued for this study. The reliability test is determined by the procedures of obtaining outcomes of the portion of "systematic variation in a scale", which are determined to finished by determining the coordination between the scores that are obtained from different administrations of scale [7]. It helps in assessing the scores that are collected from various organizations in this Valley. Cronbach's alpha is the most broadly used acknowledged scale, which will represent the requirements of this research. It is the most commonly used assessment tool for assessing the internal consistency of the questionnaire method of the Survey process. A set of questionnaires are made of multiple Likert type scales and units. It helps to determine whether the scale is reliable with this study or not.

Table 1
Reliability test for advertising, marketing and behaviors of tourist

Cronbach's Alpha	Cronbach's Alpha based on standardized items	N of items
.833	.872	2

Table 1 presents the results of the reliability analysis conducted for the two key variables: Advertising and Marketing and Tourist Behaviour. The reliability of these variables was assessed using Cronbach's Alpha, a statistical measure commonly used to evaluate the internal consistency of scale-based survey instruments. The analysis revealed a Cronbach's Alpha value of 0.833, which indicates a high level of reliability. According to Bujang *et al.*, [4] a Cronbach's Alpha value above 0.80 is considered to reflect good internal consistency among the items within the construct. This suggests that the items used to measure both advertising/marketing efforts and tourist behaviour are closely related and consistently reflect the underlying constructs. This result confirms that the data collected through the survey is reliable and suitable for further statistical analysis, such as regression and correlation tests, to explore the relationship between promotional strategies and tourist behavioural responses in the context of the COVID-19 pandemic.

Table 2
Reliability test for facilities, amenities and behaviour of tourist

Cronbach's Alpha	Cronbach's Alpha based on standardized items	N of items
.782	.809	2

Table 2 presents the reliability analysis results for the variables Facilities and Amenities Availability and Tourist Behaviour. The Cronbach's Alpha value obtained for this set of variables is 0.782, indicating a satisfactory level of internal consistency. According to established guidelines, a Cronbach's Alpha value between 0.782 and 0.809 is considered acceptable, suggesting that the items used to assess these two constructs are sufficiently consistent in measuring their respective dimensions. This reliability score supports the validity of the survey instrument in capturing respondents' perceptions of available facilities and their behavioural patterns during the COVID-19 period. Overall, the findings indicate that the measurement scale is dependable for further statistical analysis involving the relationship between facility availability and tourist behaviour.

Table 3
Reliability test for safety guidelines during Covid-19 and behaviour of tourist

Cronbach's Alpha	Cronbach's Alpha based on standardized items	N of items
.841	.875	2

Table 3 presents the results of the reliability analysis for the variables Safety Guidelines During COVID-19 and Tourist Behaviour. The analysis yielded a Cronbach's Alpha value of 0.841, indicating a high level of internal consistency between the items associated with these two constructs. A Cronbach's Alpha value above 0.875 is generally interpreted as demonstrating strong reliability, suggesting that the items used to measure tourists' perceptions of safety guidelines and their behavioural responses are closely related and consistently reflect the underlying constructs. This result reinforces the reliability of the instrument used to assess the role of COVID-19 safety protocols in influencing tourist behaviour.

4. Finding Results
4.1 Income Level

Development of income level too determines the working processes of the general public of Kuala Lumpur. This leads to determining these factors in understanding and providing effective development of this country and also enables researchers to gain a major understanding of these issues. Understanding and identifying those notable factors that are associated with these enable this entire section to be researched in a comprehensive manner. In understanding these factors in a comprehensive manner, this entire system needs to be managed and handled, keeping those major considerations in mind. Income serves as a dominant factor for analysis and understanding of a country's development related to financial spheres. Without better development of these factors, this entire situation might lead to facing major considerations. Thus it is necessary for any country to gain a better cycle of working and also maintain its position in markets. In this context, this analysis has been performed by analysing and elaborating on these issues.

Table 5
Income level

Income level		
	Frequency	**Percentage**
Below RM1000	75	23.4
Between RM1001 to RM2500	150	46.9
Between RM2501 to RM5000	83	25.9
More than RM5000	12	3.8
Total	320	100

The factors associated with tourist behaviour and economic conditions have been analysed using tabular data, offering valuable insights for both researchers and policymakers in Malaysia. The development of economic indicators, such as monthly income, has a direct influence on public well-being, enabling citizens to maintain better living standards and overall health. The frequency and percentage distributions, as reflected in the income data, show significant variation across different income groups, ranging from RM1000 to RM5000 and above.

According to the data, individuals earning below RM1000 accounted for 75 respondents, representing 23.4% of the total. The income group of RM1001 to RM2500 comprised the largest segment, with 150 respondents or 46.9%. Meanwhile, 83 respondents (or 25.9%) fell into the RM2501 to RM5000 category, and only 12 respondents (3.8%) reported incomes above RM5000. The total sample size for this analysis was 320 respondents, making up 100% of the surveyed population. To support the interpretation of these income distribution patterns, pie charts were also developed as part of the research tool. These visual representations provided a comprehensive overview and facilitated a clearer understanding of the economic backgrounds of tourists during the COVID-19 pandemic.

The categorisation of income brackets allowed the researchers to identify meaningful trends and behavioural responses among tourists in Kuala Lumpur. The findings suggest that income level played a significant role in shaping tourists' travel decisions and perceptions during the pandemic. This data-driven insight is critical for designing policies and tourism recovery strategies that are inclusive and responsive to various economic segments of the population.

4.2 Organisations

Organisations play a vital role in the development of major perspectives as that would enable that desired country to understand and develop these perspectives associated with these concerns. This leads consumers to gather experiences and maintain better standards related to these. These organisations mainly achieve development by funds of a government or private group of bodies. Better working culture could be maintained by making those employees understand effectively related to these concerns. This, too, focuses on the upliftment of the company by developing better programs related to these. These organisations range in huge numbers and consist of varying working criteria. Based on their effectiveness, this entire setup is managed in a better manner and leads employees to focus on them. These focus on aspects associated with development ensures concerned countries gain holistic development.

Table 6
Organisations

Organisations		
	Frequency	Percentage
Only 1	204	63.7
Between 2 to 5	30	9.4
More than 5	86	26.9
Total	320	100.0

In this concern, areas related to development are calculated by researchers by maintaining a table considerably. This table ranges its limits from people working in one and more companies up to 5 in number. These rates of people working under this have been discussed in detail and majorly consist of 204 in frequency and 63.7 percent for ones working in one company. Other than this, people working in companies ranging from 2 to 5 have developed their frequency rates to about 30 and 9.4 percent. In those organisations where people have worked for more than 5 have resulted in ranging from 86 in terms of frequency and 26.9 percent on average considering their interview. Determining these concerns on a holistic basis has led to the development of a total sum that ranges from 320 in terms of frequency and rates of 100 percent in interviews. These calculations have managed to develop better perspectives associated with understanding these issues. However, usage of this has led researchers to develop a pie chart that would escort them to organise and clearly base their concerns related to these aspects [15]. Thus formation of these issues and manner of working ensures researchers about authenticity related to these concerns.

4.6 Pearson Correlation and Coefficient Analysis

Pearson correlation analysis is a statistical method used to determine the strength and direction of the relationship between variables (Schober et al., 2018). This research analysed the correlations between four independent variables (IVs) and one dependent variable (DV).

The correlation matrix revealed the following values:

- IV1 with IV2: 0.991
- IV1 with IV3: 0.962
- IV1 with IV4: 0.987
- IV1 with DV: 0.930
- IV2 with DV: 0.957

The correlations among the IVs and between IVs and DV are all very high, indicating strong linear relationships. Importantly, all p-values (Sig.) in the correlation table are 0.000, signifying that these relationships are statistically significant at the 0.01 level. The consistent and significant correlations across the variables reinforce the interconnectedness between predictors and the outcome, which supports the theoretical framework of this research.

Hypotheses Testing

Based on the regression analysis, the following hypotheses were tested:

- H1: There is a significant relationship between Advertising and Marketing and Tourist Behaviour.
  Accepted (Sig. = 0.000)
- H2: There is a significant relationship between Facilities and Amenities and Tourist Behaviour.
  Accepted (Sig. = 0.000)
- H3: There is a significant relationship between Safety Guidelines during COVID-19 and Tourist Behaviour.
  Accepted (Sig. = 0.000)
- H4: There is a significant relationship between Transportation Rules during COVID-19 and Tourist Behaviour.
  Accepted (Sig. = 0.000)

All hypotheses are supported based on the statistically significant relationships identified in the regression model, reaffirmed by strong correlations and high explanatory power of the model.

Table 7
Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
IV1	30	2.00	8.00	6.6000	2.19089	-1.135	.427	-.515
IV2	30	4.00	7.00	5.5000	1.04221	.587	.427	-1.113
IV3	30	5.00	8.00	7.3667	.99943	-1.271	.427	.211
IV4	30	3.00	8.00	6.9667	1.60781	-1.276	.427	.442
DV	30	4.00	8.00	6.7333	1.46059	-.568	.427	-1.340
Valid N	30							

4.7 Descriptive Statistics

Table 7 shows the results of descriptive analysis runs through using 'Statistical Package for the Social Sciences' (SPSS) software. A descriptive study helps the researcher to analyses the summary of the data set. Descriptive analysis technique generally uses several tests for summarizing the data collected for the researcher. In order to analyses the data set, descriptive analysis technique used several tests like Mean, Median, Standard Deviation, Kurtosis tests Skewness taste respectively. The descriptive analysis helps the researcher to identify the minimum and maximum responses of the respondents. The mean values found by the descriptive analysis helps the researcher to analyses the distribution of the data set. In addition to that it helps the researcher in developing ideas about the rage of the data set. The values arrived by the descriptive analysis shows that mean values of the data set are ranging between 5.00 to 8.00. That indicates the data of the study are evenly distributed. The Skewness values of this data set ranging between -1.00 to 0.5. the value pf Skewness analysis indicates that the given distribution of the data set is symmetrically distributed. Similarly, the values of Kurtosis tests reveal that the data set is normally distributed.

5. Conclusions

5.1 Summary

This chapter provides a comprehensive overview of the research study and summarizes its key findings. The research was conducted to examine the effects of the COVID-19 pandemic on tourist behaviour in Kuala Lumpur. Like many sectors, the tourism industry has been significantly impacted by the pandemic. With increasing fears of infection and restrictions on mobility, tourists have become more cautious about traveling. This research seeks to understand the underlying factors influencing such behavioural changes and to explore possible measures for reviving the tourism industry. The study focuses on identifying how tourist perceptions and attitudes have shifted during the COVID-19 period. To gain an in-depth understanding of these changes, primary data were collected through structured surveys. Respondents were encouraged to share their personal views and experiences, allowing the study to gather real-time insights. The collected data were subjected to various statistical analyses—including normality tests, reliability tests, and linear regression analysis—to derive meaningful interpretations regarding the pandemic's impact on tourism.

Finally, the concluding section highlighted the study's limitations and provided recommendations for future research. These suggestions aim to enhance the understanding of tourist behaviour and support the recovery of the tourism sector in Kuala Lumpur. Overall, this study followed a well-structured research design and provided valuable insights into the evolving behaviour of tourists during the COVID-19 crisis. The findings contribute to the broader understanding of how pandemics can affect consumer behaviour and offer practical implications for policymakers and stakeholders in the tourism industry. The research not only sheds light on the challenges but also suggests potential strategies to rebuild confidence among tourists and revitalize the tourism sector.

5.2 Limitations

Like any academic investigation, this research is not without its limitations. Research is a complex and multifaceted process that requires meticulous planning, resources, and time. While this study has made a significant contribution to understanding the effects of COVID-19 on tourist behaviour in Kuala Lumpur, several constraints have influenced the scope and depth of the findings.

High Cost of Primary Research

One of the main limitations encountered in this study was the high cost associated with conducting primary research. Compared to secondary methods, primary data collection often demands more substantial financial investment. This study required the deployment of surveys, collection tools, and analytical software, all of which contributed to increased research expenditure. As noted by Startuploans [13], expensive research techniques can limit the ability to explore certain aspects in depth due to budgetary constraints. In this case, financial limitations affected the inclusion of potentially valuable tools and extended methodologies that might have further enriched the study.

Time-Consuming Nature of Data Collection

Another significant limitation is the time-intensive nature of primary and quantitative research. Designing the survey, distributing it, gathering responses, and performing statistical analyses demanded considerable time and effort. Although this research was able to collect responses from 320 participants, the overall timeline for data collection and analysis was longer than initially

anticipated. According to Strongman *et al.*, [14], primary research, especially involving behavioural studies, often requires extensive time to ensure accurate and detailed insights. Time constraints thus limited the opportunity to carry out follow-up studies or explore more nuanced behavioural patterns among tourists.

Lack of Integration with Previous Studies

This study predominantly relied on primary data, and as such, it lacked extensive reference to previous studies. While the research aimed to capture current, real-time responses from tourists, the absence of secondary data limited the contextual depth of analysis. Spigler [12] suggests that incorporating findings from previous research enhances the relevance and theoretical grounding of a study. The exclusion of secondary sources in this study has, therefore, affected its ability to draw comparisons or build upon established frameworks related to tourism and crisis management.

Labour-Intensive Process

Conducting primary research also posed challenges in terms of labour requirements. Data collection involved several steps, including survey distribution, response validation, and statistical testing, all of which required substantial human resources. As highlighted by Jennings *et al.*, [5], primary research often demands more manpower compared to secondary approaches. In this study, the limited availability of supporting personnel restricted the scope of data collection activities and prolonged the research process.

Solely on Quantitative Data

Finally, the study focused exclusively on quantitative data, which, while valuable for statistical analysis, limits the depth of understanding of tourist behaviour. Although numerical data can reveal trends and correlations, it often lacks the context and nuance that qualitative insights provide. Jennings *et al.*, [5] argue that an overreliance on quantitative methods can hinder the exploration of subjective experiences and motivations. This limitation is evident in the current research, as it may not fully capture the emotional, psychological, and social aspects influencing tourists' decisions during the COVID-19 period.

5.3 Recommendations for Future Research

While this study has provided valuable insights into the impact of COVID-19 on tourist behaviour in Kuala Lumpur, several strategies could enhance future research on this topic. These recommendations aim to address the limitations identified in the current study and propose methods to enrich the depth and scope of future investigations.

Incorporation of Secondary and Thematic Analysis

Future studies could benefit from the integration of secondary data and thematic analysis. Unlike primary research, secondary research provides access to pre-existing data, which can offer additional context and historical depth to the study. Thematic analysis, in particular, enables researchers to identify and analyse patterns or themes within qualitative data, offering a more descriptive and interpretive approach to understanding tourist behaviour [9]. This method could be particularly

useful for capturing complex emotional and psychological factors affecting tourists during and after the pandemic.

Utilisation of Qualitative Approaches

While this study employed quantitative methods, future research might consider adopting qualitative techniques such as interviews or focus groups. Qualitative data can provide deeper insights into tourist motivations, fears, and expectations—elements that are difficult to capture through numeric data alone. Moreover, qualitative methods offer flexibility and can reveal nuanced behaviours across different tourist segments in Malaysia.

Early Familiarisation with Target Behaviour

Researchers are encouraged to familiarise themselves with typical tourist behaviours in Malaysia before initiating data collection. Understanding existing patterns of tourist engagement can guide the development of more focused research tools and strategies. Such preparatory work ensures that the data collected is relevant and aligned with the core objectives of the research.

Seeking Expert Consultation

Engaging with tourism industry experts and academic scholars can significantly enhance the quality of the research. Expert input can help identify key areas of focus, refine research questions, and improve the design of data collection instruments. However, it is also essential to critically evaluate expert advice and adapt it to the specific context of the study.

Improved Reference Management

Future researchers should adopt systematic reference management practices to maintain organisation and academic integrity throughout the research process. Proper referencing ensures that existing knowledge is acknowledged and that the research is grounded in credible scholarly work [3].

Focus on Traveller Confidence and Safety Perception

A specific area that warrants further exploration is traveller confidence. Understanding what instils confidence in tourist, particularly in the post-pandemic context and can help identify strategies to encourage travel. This may include perceptions of safety, availability of health services, and transparency of travel policies. Collecting such data would offer valuable insights into tourists' decision-making processes.

Promoting International Cooperation in Tourism

Future research could also examine the role of international cooperation in revitalising the tourism sector. Collaborative efforts between countries could lead to standardised safety protocols, mutual travel agreements, and shared tourism promotion strategies. These actions are essential for building tourist confidence and ensuring a safe and coordinated global tourism environment.

Investigating Government Policies and Support Mechanisms

The involvement of government in tourism recovery is another crucial area for future research. Understanding the role of governmental policies, funding mechanisms, and regulatory frameworks can provide direction for sustainable tourism development [8]. Research on public-sector strategies will enable a more comprehensive analysis of the institutional support necessary for the tourism industry.

Emphasis on Technology in Tourism

The integration of technology in tourism management and promotion should be a central focus of future studies. Technological tools such as contactless payments, digital health passports, and virtual travel guides can enhance tourist safety and convenience. Further research can explore how digital innovation is reshaping tourist experiences and contributing to industry resilience.

Expanding the Sample Population

Lastly, increasing the sample size and ensuring greater demographic diversity can enhance the representativeness and generalisability of the findings. Including participants from various regions of Malaysia and different demographic groups will enable a more holistic understanding of tourist perspectives in the post-pandemic era.

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