THE FACTORS ANALYSIS INFLUENCING THE STAYCATION INTENTION

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE FACTORS ANALYSIS INFLUENCING THE STAYCATION INTENTION

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The COVID-19 pandemic has wreaked havoc on every industry. The objectives of this study is to analyse the factors influencing Covid General Impact, Preference & Attitude and Hygiene & Safety towards Staycation Intention as a rising phenomenon. To know the factors despite the travel banning and lockdowns people still chose to do staycation near home nor those who chose to do staycation in their rural town. The data of this study were collected from 207 respondents. Descriptive Statistical Analysis and Causal Studies were used to assess the collected data. Based on the test result, it can be concluded that there is a significant effect of Covid General Impact, Attitudes & Preferences and Hygiene & Safety on Intention to Staycation. This study also provides few suggestions as the next research could use variables that are not considered in carrying out intention to staycation and should pay more attention to the demographic aspect that may be related to the variable intention to staycation.

Keywords : Staycation Intention, Covid General Impact, Hygiene and Safety, Customer Behaviour, Attitudes and Preferences

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DEDICATION

I wholeheartedly dedicate this work for My Future Self, Parents and Family who continually provide their moral, spiritual, emotional and financial support.

My advisor and friends who always gave me inspiration, their words of advice and encouragement which gave me strength to finish this study.

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