DRIVING FACTORS TO TOURISM DESTINATION ATTRACTIVENESS IN ISKANDAR MALAYSIA: THE MEDIATING ROLE OF ENJOYMENT

Sook-Fun Fong♣
Raffles University, Johor, Malaysia

Hui-Siang Tan
Raffles University, Johor, Malaysia

See-Mei Low
Raffles University, Johor, Malaysia

Sang-Long Choi
Raffles University, Johor, Malaysia

ABSTRACT

Tourism destination attractiveness undeniably contributes to sustainable tourism. However, Iskandar Malaysia lacks a robust marketing strategy. This highlights that there is a need to investigate the driving factors and the mediating effect of enjoyment on tourism destination attractiveness from the tourist's perspective, using Social Cognitive Theory and Comparative Advantage Theory. A total of 215 tourists participated voluntarily and IBM SPSS and SmartPLS 4.0 were applied. Interestingly, the findings revealed that price sensitivity, entrepreneurial competency, and self-efficacy are mediated by enjoyment toward tourism destination attractiveness. This study contributes to the United Nation's Sustainable Development Goal 11 for sustainable cities.

♣ Corresponding author: Raffles University, G-05, Medini 7, Jalan Medini Sentral 5, Bandar Medini Iskandar Malaysia, 79250 Iskandar Puteri, Johor, 07-535 2515, elsiefong25@gmail.com

1. INTRODUCTION

Johor is recognised as one of the most popular destinations for domestic and international tourists (Devi, 2022) and one of the fastest-growing economic states in Malaysia due to the establishment of Iskandar Malaysia, the Southern Economic Corridor in 2006. The Majestic Johor Festival (MJF), held in Puteri Harbour, Iskandar Puteri, concluded with resounding success, drawing over 20,000 more visitors than the previous year (Shafeq, 2024). This significant increase solidifies Johor, particularly Iskandar Malaysia, as the premier tourism destination in the country. Iskandar Malaysia or previously known as the South-Johor Economic Region or SJER covers 12 per cent of the Southern region, between the Pontian on the Western Coast and Pasir Gudang on the Western bank of the Johor River, extending as far North as Kulai (Rahman & Ching, 2020). Iskandar Malaysia is divided into five flagship zones, namely, Johor Bahru City Council (MBJB) or Johor Bahru City Centre or Zone A, Iskandar Puteri City Council (MBIP) or Nusajaya or Zone B, Pontian Municipal Council (MDP) or Western Gate Development or Zone C, Pasir Gudang City Council (MBPG) or Eastern Gate Development or Zone D, and Kulai Municipal Council (MPKu) or Senai-Skudai or Zone E, as shown in Figure 1 (Iskandar Malaysia, 2023).

Figure 1: Map of Iskandar Malaysia
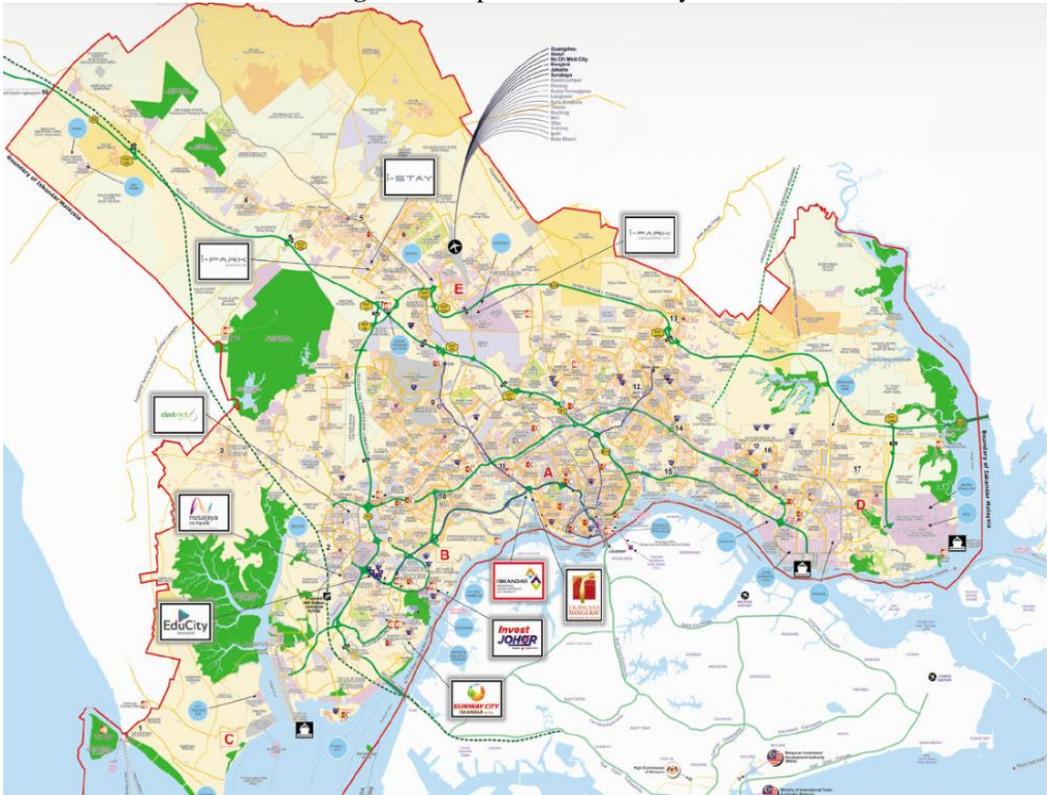
Source: Iskandar Malaysia (2023)

Iskandar Malaysia, which has education hubs, theme parks, water parks, cultural heritage sites, and world-class sports facilities, enjoys high international tourist arrivals as it is located near to Singapore and also receives high domestic tourist arrivals from Malaysia. These tourist attractions such as Legoland and Johor Premium Outlet were expected to improve the physical and economic development in Johor. However, Iskandar Malaysia which is renowned for its numerous tourism attractions, does not seem to retain tourists within the state (Malay Mail, 2024; Rahman & Ching, 2020). Tourist attractions such as Legoland Malaysia could only attract their tourists to come for a day trip instead of a long-term trip (Yun, 2022). As such, Malaysia Tourism has introduced the Malaysia Midnight Sale 2024 to stimulate tourism in Johor and encourage both domestic and international tourists to spend and stay overnight (The Sun, 2024). Besides, Johor experienced a 50.6 per cent drastic drop in foreign tourists, from 8.07 million in 2019 to 3.99 million in 2020 and Johor has recorded to receive fewer domestic tourists compared with the other states in Malaysia in 2020 (Yeo, 2022). This revealed that the tourism industry in Johor has been badly affected by COVID-19 and border closure. Despite tourism attractions in Iskandar Malaysia, as indicated in Table 1, and even after the border has reopened, Iskandar Malaysia was still unable to sustain their tourism.

Table 1: Flagship Zones of Iskandar Malaysia with Tourist Attractions

Flagship Zones	Tourist Attractions
Zone A: **Johor Bahru City Council (MBJB)**	Skyscape Johor Bahru Taman Merdeka Laman Mahkota Istana Bukit Serene Sultan Abu Bakar Mosque Johor Ancient Temple Danga Bay Park Arulmigu Rajamariamman Devasthanam Hindu Temple Johor Bahru Chinese Heritage Museum Hutan Bandar Rini Danga Fun Park Pasar Karat (Bazar JB) OLA Park-AOV Paintball, Team Building, Adventure Laser Battle Johor Church of the Immaculate Conception
Zone B: **Iskandar Puteri City Council (MBIP)**	Legoland Malaysia Waterpark Legoland Malaysia Edible Park & Sireh Park Dataran Mahkota Dataran Iskandar Puteri Sunway City Iskandar Arch Puteri Harbour X Park Sunway Iskandar Inspiration Park Eco Tourism Kampung Sungai Melayu Lampung Pendas Laut
Zone C: **Pontian Municipal Council (MDP)**	Pontian Seaside Laman Diraja Pontian Tanjung Piai Uncle Tan Orchard Stingless Bee Farm Kukup Island

	Taman Negara Johor Tanjung Piai
	Bugis Museum
	Pena Agro Farm
Zone D: **Pasir Gudang City Council (MBPG)**	Taman Bukit Layang-Layang
	Menara Aqabah-Pasir Gudang World Kite Festival
	Jeti Kong Kong
	Seri Alam Tunnel
	Eco Tropics
	Sarang Buaya Pasir Gudang
Zone E: **Kulai Municipal Council (MPKu)**	Johor Premium Outlet (JPO)
	Dataran Cahaya Kulai
	Putuo Village
	Hua Guo Shan Temple
	Star Fish Leisure Farm
	Hutan Bandar Kulai
	Rumah Terbalik
	Hutan Lipur Gunung Pulai
	Pulai Waterfall

Source: Authors

Moreover, Johor Tourism Master Plan 2014-2023 has set a new goal to increase the tourist arrivals and tourist spending by promoting the tourism products such as theme parks, national parks, and islands to other countries (Devi, 2023). In line with the current target of Tourism Johor to enhance the tourism, this research attempts to investigate the driving factors, namely, price sensitivity, social media usage, entrepreneurial competency, and self-efficacy and the mediating effects of enjoyment on the tourism destination attractiveness in Iskandar Malaysia. Guided by Social Cognitive Theory and Comparative Advantage Theory, this study aims to fill in the research gap on the impact of price sensitivity, social media usage, entrepreneurial competency, and self-efficacy and the mediating role of enjoyment on the tourism destination attractiveness in Iskandar Malaysia. Thus, this study shed light on the influence of the driving factors and tourist's enjoyment on tourism destination attractiveness and serve as recommendations to sustain the tourism industry in Iskandar Malaysia.

2. UNDERLYING THEORIES

2.1 Social Cognitive Theory

Social cognitive theory (SCT) is a social learning theory that emphasises learning happens through the social environment (Bandura, 1989) and it is defined as an individual's judgement on their own capabilities or self-confidence to successfully perform a task (Bandura, 1977; Graham, 2022). In short, this concept explains about the ability of an individual in controlling their own behaviour and exerting a strong impact on performance attainments. In this study, SCT explains how tourists' self-efficacy affects their travelling experience (good vs. bad) and level of enjoyment in a tourist destination. An individual's belief that they are the agent of their own outcomes are closely linked with the individual's motivated behaviour. In other words, individuals with high level of self-efficacy will tend to believe that they can enjoy and travel to the tourist destination; by contrast, those individuals with low levels of self-efficacy attribute fail to enjoy the trip and in turn do not

think that the tourist destination is attractive. Therefore, SCT provides a valuable lens to examine how tourists' self-efficacy impacts their travel intentions and perceptions of the tourist destination.

2.2   *Comparative Advantage Theory*

Comparative advantage theory is dynamic in which when an organisation's economic capabilities are valuable, scarce, hard to reproduce, and non-substitutable with superior value such as attractive tourist destinations, it indicates that comparative advantage is achieved. The comparative advantage lies in the tourist's perception of the superior value such as pricing strategy, entrepreneurial competency, and the convenience of using social media to visit the tourist destination could enhance the tourist destinations attractiveness. This is further mentioned by Hunt and Morgan (1995), that the unique attributes and competencies of a destination such as security, exclusivity, and important attributes could be the critical measure to build a comparative advantage of the tourist destination that in turn could increase the tourist visitation to the tourist destination. In simple terms, unique attributes such as social, cultural, economic, and environmental sustainability could build a comparative advantage for a tourist destination as it symbolises the attractiveness of a tourist destination.

Moreover, Othman et al. (2020) and Sukaatmadja et al. (2020) indicated that there are three steps towards achieving comparative advantage. Firstly, increasing technology application, specifically utilizing social media effectively could promote tourists' attractions. Secondly, implementing strong marketing strategy and pricing strategies could attract tourists and encourage tourists to re-visit the destination in the future. Service provider's competencies in setting the price of the tourism products could enhance the tourist experience and contributes to tourism destination attractiveness. Thirdly, fostering strong relationships and connection between the service providers and tourists could enhances tourist enjoyment and ultimately strengthens the overall attractiveness of the tourist destination. Therefore, comparative advantage in a tourist destination is crucial to gain a market position in this highly competitive tourism industry.

2.3   *Integration of Social Cognitive Theory and Comparative Advantage Theory*

The integration of SCT and comparative advantage theory highlights the interplay between internal factors (i.e., tourist's self-efficacy) and external factors (i.e., pricing strategy, entrepreneurial competency, social media, and comparative advantages of a tourist destination) in this study. The theories together imply that tourists' self-efficacy plays a role in how they perceive price, social media usage, entrepreneurial competency, enjoyment, and respond to a destination's comparative advantages (i.e., tourist destination attractiveness). For example, when a tourist is confident in their travel planning abilities, this could make the destination more appealing and enjoyable. Moreover, these theories suggest that tourists with strong self-belief are better equipped to identify and appreciate the uniqueness of the tourist destination (Erfanian et al., 2024; Ma, 2022). In other words, tourists can utilise resources such as social media to discover tourist destinations that match their preferences and travel capabilities, ultimately perceiving these tourist destinations as appealing. Therefore, this study integrates SCT and comparative advantage theory to provide a comprehensive understanding of how tourists' personal beliefs and tourist destination comparative advantage influence tourist travel experiences and their perceptions of tourist destination attractiveness in Iskandar Malaysia.

3. LITERATURE REVIEW

3.1 *Perceived Consumption Value of Tourist Destination*

The consumption value was first introduced by Sheth et al. (1991) and it is used to understand consumer preferences for specific products. There are multiple dimensions of consumption value, namely functional (i.e., price sensitivity, social media usage, entrepreneurial competency), social, emotional (i.e., self-efficacy and enjoyment), epistemic (tourism destination attractiveness), and conditional value.

Price sensitivity is a functional value that may influence consumer behaviour (Chang & Geng, 2022). Price serves as a sign of buying cost and it significantly influences an individual's behavioural intentions and demand on a product (Mohamad et al., 2021; Monroe, 1973). In other words, behavioural intentions refer to an individual's price sensitivity. Individuals are sensitive to the increasing price of their purchases and at the same time, they are less sensitive to reduced-price products (Al-Mamun et al., 2014). Furthermore, Hou and Zhang (2020) explain that tourists who perceive prices as high (vs. low in changes) or big (vs. small discounts) will influence their purchasing decisions. This sensitivity is associated with tourists' feelings such as enjoyment. Tourist perceptions of price promotion are related to the tourism destination attractiveness (Kim, et al., 2022). The level of price sensitivity relies on individuals' perception, which significantly impacts tourist enjoyment and destination attractiveness. Tourists are more price sensitive during vacations, expecting reasonable price with good holiday quality. Moreover, an individual's consumption will increase when there are less or no changes in the total price of the product (Masiero et al., 2019). This is further supported by Stangl et al. (2019), who indicated that tourists who perceive great utility from the tourist destination will enjoy their stay. In addition, Lin et al. (2022) posited that price sensitivity directly impacts individual behaviour, with positive behaviour resulting from satisfaction with the value received. With the confirmation from the previous studies illustrating that price sensitivity as the key determinant that influence tourist's enjoyment and tourism destination attractiveness, this study defines price sensitivity as the behaviour felt by the tourists about the price offered by the service providers in a tourist destination. Hence, the following hypotheses were formulated.

H1:   Price sensitivity has a significant relationship towards enjoyment.
H2:   Price sensitivity has a significant relationship towards tourism destination attractiveness.

Next, social media usage is a functional value that can influence various consumer responses to a product (Lee et al., 2021). Social media serves as a cost-effective digital platform for promoting tourism products, enabling businesses to interact directly with customers through various social media channels (Styven & Wallstrom, 2019). There are two key perspectives on social media usage, namely, customer and provider. Customers utilize social media to search for information, lurking, and venue check-ins (Luo et al., 2019). Conversely, service providers view social media as a marketing tool to deliver marketing messages and to transform tourism from a provider-centric industry to a customer centric industry (Chuang et al., 2017). Most of the past studies focus on social media as a marketing tool in general (Sebastian et al., 2018) or social media for destination marketing (Kennelly, 2017) from the provider's perspective. Given the limited research on tourists'

perspectives of social media usage, this study focuses on how these perspectives influence tourist enjoyment and destination attractiveness. This study defines social media usage as the use of platforms like Facebook, TikTok, Instagram, and Little Red Book (小红书) by tourists to gather information about destinations, which in turn influence their travel decisions. As highlighted by Hyun et al. (2022), Li et al. (2020), and Lin et al. (2020), these platforms significantly impact consumer behaviours (i.e., enjoyment) as social media facilitate information sharing, enjoyment level, and revisit intention.

Tourists widely utilise social media to acquire accommodation information, plan trips, and share travel experiences. Recognizing this, service providers leverage social media to promote the tourist destinations (Gulati, 2022; Hysa et al., 2022). Furthermore, Kitsios et al. (2022) emphasise on the importance of trust in social media platforms, highlighting that tourists are more likely to share their travel experiences with friends and family when they trust and adopt the social media platform. Hence, the following hypotheses were framed.

H3:   *Social media usage has a significant relationship towards enjoyment.*
H4:   *Social media usage has a significant relationship towards tourism destination attractiveness.*

Entrepreneurial competency is a crucial functional value for small and medium-sized enterprises (SMEs) success, and it significantly impacts consumer attitudes toward a product (Mason et al., 2023). Entrepreneurial competencies pertain a set of behaviours, attitudes, skills, and knowledge that allow an individual to manage and expand a business enterprise (Seraj et al., 2022). A competent entrepreneur or service provider possesses good intentions, creativity, leadership, effective communication skill, networking, problem-solving skills, along with digital and legal knowledge to deal with uncertainty and address customers' needs and gratification (Lopez-Nunez et al., 2022). In this study, entrepreneurial competency refers to the service provider's ability in serving and fulfilling the needs and wants of tourists at a tourist destination.

Several studies have shown positive relationships between competency and SME performance (Daradkeh, 2021). By providing a good travelling experience to their tourists, tourism entrepreneurs enhance tourist enjoyment and in turn contribute to sustainable business performance and destination attractiveness (Halim et al., 2022; Jorgensen, 2020). In other words, tourism service providers with a great sense of creative entrepreneurial competency will create enjoyable experiences and services for their tourists and these will directly associate with tourism destination attractiveness. Hence, hypotheses 5 and 6 were developed.

H5:   *Entrepreneurial competency has a significant relationship towards enjoyment.*
H6:   *Entrepreneurial competency has a significant relationship towards tourism destination attractiveness.*

Self-efficacy is an emotional value that influences a consumer's pleasure and satisfaction when using a product (Sheth et al., 1991). Bandura (1977) described self-efficacy as an individual's confidence level in achieving specific tasks. Self-efficacy is associated with an individual's judgement about their own ability to perform a task (Latip et al., 2022). Yan et al. (2023) posited that self-efficacy is highly related to user's enjoyment through pleasure and physical activity. In

other words, when tourists are confident with their own ability to visit a tourist destination, they will enjoy their stay at the destination. Moreover, Ginting et. al (2016) explained that a tourist's self-efficacy could influence their perception of comfort, safety, accessibility, and confidence level at a tourist destination. Consequently, this will influence the attractiveness of the tourist destination.

Tourists' perceptions of tourism destination attractiveness are influenced by value, experience, situation, and resources offered (Ginting et. al, 2016). A tourist perceives a place as attractive when they are confident in their ability to deal with the challenges or activity during the vacation. This is further mentioned by Wirajaya et al. (2021), who stated that tourists who have high level of self-efficacy will have a positive perception about their ability to visit the tourist destination, and in turn will view the tourist destination as appealing. This study defines self-efficacy as the tourist's confidence in their ability to visit and enjoy a destination and integrates this concept into the research model. Thus, hypotheses 7 and 8 were established.

H7:   *Self-efficacy has a significant relationship towards enjoyment.*
H8:   *Self-efficacy has a significant relationship towards tourism destination attractiveness.*

3.2   *Tourism Destination Attractiveness*

Nowadays, tourism destination attractiveness is crucial for countries to achieve competitiveness, success, and sustainable tourism development (Mikulic et al., 2016). The attractiveness of tourist destination refers to the ability of a destination to fulfil tourist needs and wants during a vacation (Jin et al., 2012). It is believed that the more attractive a destination, the greater the probability that it will be selected as the favourite tourist spot (Ariya et al., 2017; Ghufran et al., 2022). Thus, this study defines tourism destination attractiveness as the ability of a destination to satisfy tourist needs and wants, and in turn gaining a competitive advantage in the tourism industry.

The underlying measurement of tourism attractiveness is destination attachment, an approach that utilises destination attributes to attract the tourists to visit a destination (Pratminingsih et al., 2022). These attributes include family-friendly amenities, good quality lodging, outdoor attractions, ecosystems, convenient transportation, cultural sites, reasonable pricing, recreational facilities, and special events. Furthermore, resources such as natural resources, rich cultural traditions, a skilled workforce, and a good reputation are crucial for destination competitiveness (Puska et al., 2020). Given the low tourist arrivals in Iskandar Malaysia (Malay Mail, 2024; Rahman & Ching, 2020; Yeo, 2022) and the limited research in this domain, this study aims to identify and understand the key factors of tourism destination attractiveness to strengthen tourism in Johor, Malaysia.

3.3   *The Mediating Role of Enjoyment*

Tourist enjoyment encompasses positive feelings and satisfaction derived from travel experiences, which includes food, accommodation, scenery, culture, entertainment, and services (Chen et al., 2020; Huta & Waterman, 2014). Similarly, Kimiecik and Harris (1996) further emphasize the relationship between enjoyment and emotions such as fun, affection, and pleasure. As such, this study defines tourist enjoyment as the positive emotions and feelings experienced by the tourists during travel.

Positive tourist experiences lead to higher satisfaction, and in turn influencing destination attractiveness (Jorgensen, 2020). When a tourist feels satisfied with the facilities and service providers in the tourist destination, they will perceive it as attractive and are more likely to revisit. Moreover, positive destination images, including unique offerings like local food and services will enhance tourist enjoyment and positively influence the tourist's behaviour to re-visit (Thio et al., 2022; Wang et al., 2021). In simple terms, a positive social media reviews about the price of the tourism products, competent entrepreneurs, and tourist self-efficacy can affect the tourist enjoyment and its feeling towards the tourist destination, and finally have a positive impact on the destination attractiveness. Similarly, Vo (2020) highlights that tourists and the role of local communities' hospitality and competency can shape tourist experiences and perception about the destination. Given these aspects, examining the relationship between tourist enjoyment and tourism destination attractiveness and its relationship with the predictors of tourism destination attractiveness, tourist enjoyment is introduced as the mediator in this study. Hence, the following hypotheses were framed:

H9:   *Enjoyment has a significant relationship towards tourism destination attractiveness.*
H10: *Enjoyment mediates the relationship between price sensitivity and tourism destination attractiveness.*
H11: *Enjoyment mediates the relationship between social media usage and tourism destination attractiveness.*
H12: *Enjoyment mediates the relationship between entrepreneurial competency and tourism destination attractiveness.*
H13: *Enjoyment mediates the relationship between self-efficacy and tourism destination attractiveness.*

Based on the above scholarly review guided by existing theories and empirical evidence, the proposed research framework is shown in Figure 2.

Figure 2: Proposed Research Model
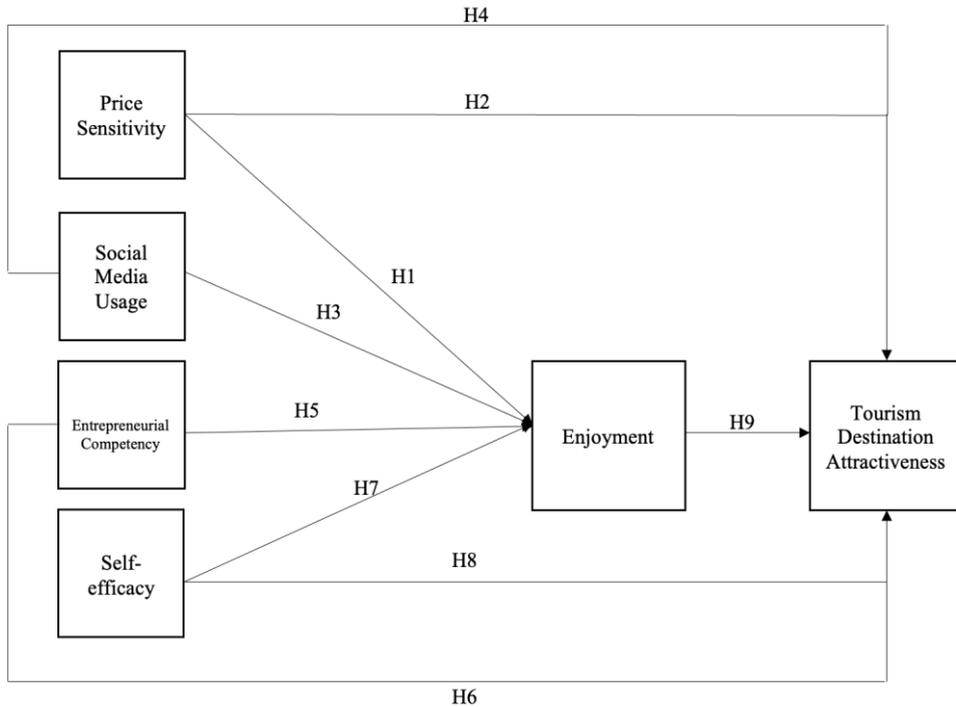
Source: Created by authors.

4. METHODOLOGY

The population of the present study consists of the tourists who are from other foreign countries and other states in Malaysia and who had visited Iskandar Malaysia. Convenient sampling method was adopted to select the respondents. This paper examined the driving factors, namely, price sensitivity, social media usage, entrepreneurial competency, self-efficacy, and the mediating role of enjoyment towards tourism destination attractiveness in Iskandar Malaysia. A total of 250 questionnaires were distributed and only 215 sets were usable. The data was collected through a self-administered online questionnaire developed by using Google Forms. The questionnaire link was distributed via email and social media platforms to tourists who had visited Iskandar Malaysia. To ensure the validity and reliability of the sample, the researchers first verified that each respondent met the specified criteria (e.g., being 18 years old and above and had visited Iskandar Malaysia) before distributing the questionnaires. Detailed instructions were written on the cover page of the questionnaire to ensure that the respondents understood the questionnaires. Lastly, the researcher viewed and exported the responses online for data analysis.

The question items for price sensitivity were adapted from the study by Stangl et al. (2020), items for social media usage were adapted from the studies by Icoz et al. (2018) and Pai et al. (2021), items for entrepreneurial competency were adapted from the study by Cizel et al. (2007), items for self-efficacy were adapted from the study by Ginting et al. (2017), and items for enjoyment were adapted from the studies by Lin et al. (2008) and Mullen et al. (2011). On the other hand, the questionnaire items for tourism destination attractiveness were adapted from the studies by Islam and Chaudhary (2020) and Krešić and Prebežac (2011). This study used a five-point Likert scale, ranging from 1 to 5 for strongly disagree to strongly agree to measure the level of agreement on the measurement items. A pilot test was conducted and some of the questions were reworded to suit the tourist's understanding, as some of the terms used in the questionnaire were confusing. Two items were deleted, namely entrepreneurial competency 2 (EC 2) due to high variance inflation factor (VIF) value and social media usage 5 (SMU 5) due to loadings lower than 0.5. SmartPLS 4.0 or known as partial least squares (PLS) was applied based on path modelling and then bootstrapping (Chin, 1998, Wetzels et al., 2009) to assess the model developed as shown in Figure 2. A total of 200 re-samples were used to generate the standard error of estimate and t-values.

5. FINDINGS

5.1 Assessment of the Measurement Model

Firstly, in measurement model assessment, reliability and validity tests were performed. As shown in Table 2, all the item loadings for each construct were larger than the cut-off value of 0.5 (Hair et al., 2006), except for one item, namely, SMU 5 with loading values lower than 0.5. Besides, each of the average variance extracted (AVE) exceeded the acceptable level of 0.5 as stated by Bagozzi and Yi (1988). Both Cronbach's alpha and composite reliability (CR) were above the recommended value of 0.7 as suggested by Gefen et al. (2000) and Nunnally (1978). Hence, this study achieved convergent validity and reliability as all indicators achieve the cut-off value. In addition, this study assesses the discriminant validity by using Heterotrait Monotrait (HTMT). Table 3 indicated that all values were lower than 0.9 as suggested by Gold et al. (2001). As a result, the discriminant validity in this study is also satisfactory. Hence, the measurement model was considered satisfactory with the evidence of adequate reliability, convergent validity, and discriminant validity.

Table 2: Results of Measurement Model

Model Construct	Measurement Item	Loading	Cronbach's α	CR[a.]	AVE[b]
Price Sensitivity (PS)			0.852	0.867	0.633
	PS 1	0.860			
	PS 2	0.844			
	PS 3	0.630			
	PS 4	0.820			
	PS 5	0.803			
Social Media Usage (SMU)			0.866	0.886	0.717
	SMU 1	0.868			
	SMU 2	0.899			
	SMU 3	0.899			
	SMU 4	0.707			
Entrepreneurial Competency (EC)			0.928	0.932	0.703
	EC 1	0.791			
	EC 3	0.704			
	EC 4	0.880			
	EC 5	0.848			
	EC 6	0.870			
	EC 7	0.887			
	EC 8	0.871			
Self-Efficacy (SE)			0.858	0.869	0.589
	SE 1	0.694			
	SE 2	0.629			
	SE 3	0.858			
	SE 4	0.845			
	SE 5	0.809			
	SE 6	0.745			
Enjoyment (E)			0.940	0.941	0.769
	E 1	0.886			
	E 2	0.892			
	E 3	0.868			
	E 4	0.860			
	E 5	0.870			
	E 6	0.886			
Tourism Destination Attractiveness (TA)			0.896	0.904	0.709
	TA 1	0.837			
	TA 2	0.884			
	TA 3	0.731			
	TA 4	0.905			
	TA 5	0.842			

Notes: [a]Composite Reliability (CR) = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (square of the summation of the error variances)} [b]Average Variance Extracted (AVE) = (summation of the square of the factor loadings)/ {(summation of the square of the factor loadings) + (summation of the error variance)}

<div align="center">**Table 3:** Discriminant Validity of Constructs using HTMT</div>

	E	EC	PS	SE	SMU	TA
Enjoyment						
Entrepreneurial Competency	0.670					
Price Sensitivity	0.677	0.562				
Self-Efficacy	0.692	0.579	0.533			
Social Media Usage	0.592	0.663	0.636	0.578		
Tourism Destination Attractiveness	0.870	0.685	0.679	0.639	0.577	

Notes: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations.
Notes: E=Enjoyment, EC=Entrepreneurial Competency, PS=Price Sensitivity, SE=Self-Efficacy, SMU=Social Media Usage, TA=Tourism Destination Attractiveness

5.2 Assessment of the Structural Model

Table 4 and Figure 3 present the results of hypotheses testing. As expected, price sensitivity (H1), entrepreneurial competency (H5), and self-efficacy (H7) significantly influenced enjoyment. Besides, the results revealed that price sensitivity (H2), entrepreneurial competency (H6), and enjoyment (H9) significantly related to tourism destination attractiveness in Iskandar Malaysia. As a result, H1, H2, H5, H6, H7, and H9 were supported. Surprisingly, social media usage (H3 & H4) has no significant relationship with enjoyment and tourism destination attractiveness. This result is similar with self-efficacy (H8) that also has no significant relationship with tourism destination attractiveness. On the other hand, enjoyment significantly mediated the relationships between price sensitivity, entrepreneurial competency, self-efficacy, and tourism destination attractiveness. Hence, H10, H12, and H13 were supported.

The path model exhibited strong model fit, with R^2 of 0.589 for self-efficacy and 0.685 for tourism destination attractiveness, as shown in Figure 3. The 68.5 per cent of the variance in tourism destination attractiveness was explained by price sensitivity, social media usage, entrepreneurial competency, and self-efficacy. Therefore, the model indicated a high statistical measure of fit.

<div align="center">**Table 4:** Path Coefficients and Hypothesis Testing</div>

Relationship	Coefficient	t	p	Support/ Reject
HI: PS → E	0.288	4.278**	0.000	Supported
H2: PS → TA	0.135	1.988*	0.023	Supported
H3: SMU → E	0.038	0.496	0.310	Rejected
H4: SMU → TA	-0.008	0.120	0.452	Rejected
H5: EC → E	0.287	3.856**	0.000	Supported
H6: EC → TA	0.175	3.059**	0.001	Supported
H7: SE → E	0.332	4.684**	0.000	Supported
H8: SE → TA	0.057	1.018	0.154	Rejected
H9: E → TA	0.578	7.845**	0.000	Supported
H10: PS → E → TA	0.167	4.074**	0.000	Supported
H11: SMU → E → TA	0.022	0.492	0.311	Rejected
H12: EC → E → TA	0.166	3.349**	0.000	Supported
H13: SE → E → TA	0.192	3.842**	0.000	Supported

Notes: E=Enjoyment, EC=Entrepreneurial Competency, PS=Price Sensitivity, SE=Self-Efficacy, SMU=Social Media Usage, TA=Tourism Destination Attractiveness
*$p < 0.05$, t-value greater than 1.645.
**$p < 0.01$, t-value greater than 2.33.

Figure 3: Research Model with t-values
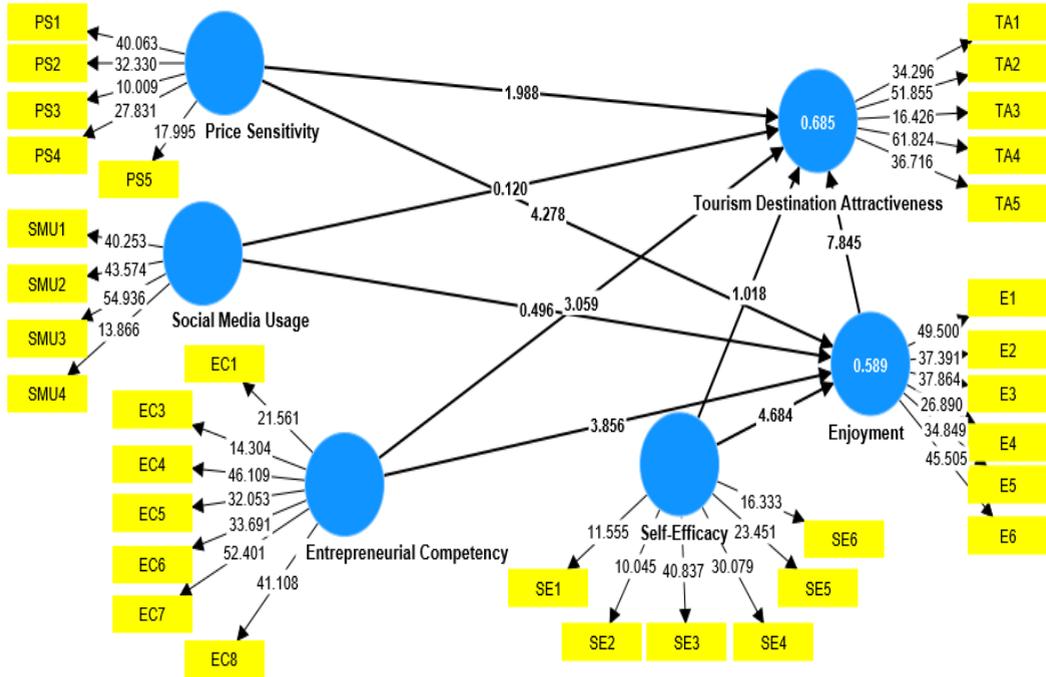
Source: Author

6. DISCUSSION AND CONCLUSION

This study applied comparative advantage theory and social cognitive theory to develop a research model that examine the relationships between price sensitivity, social media usage, entrepreneurial competency, self-efficacy, and the mediating effect of enjoyment on tourism destination attractiveness in Iskandar Malaysia. Based on the findings in Table 4, price sensitivity has a significant effect on enjoyment (H1) and tourism destination attractiveness (H2). This finding is consistent with Lin et al. (2022), where an individual who is sensitive to price will influence their attitude towards the product. Furthermore, price sensitivity significantly influenced destination attractiveness through enjoyment (H10). As expected, price sensitivity is the key factor influencing tourist decisions on which destination to visit (Rather et al., 2022), particularly in the current economic climate, where there is an overall increase in prices and the cost of living in a country (Aman, 2023). Thus, it affects tourist enjoyment and the degree of attractiveness of Iskandar Malaysia. Unexpectedly, H3, H4, and H11 predicting the relationship of social media usage on enjoyment and tourism destination attractiveness, and the mediating role of enjoyment on social

media usage and tourism destination attractiveness in Iskandar Malaysia were not supported. This result contradicts previous research highlighting the significant impact of social media usage on tourist perceptions toward tourism destination attractiveness (Gulati, 2022; Kitsios et al., 2022). While social media enhances tourist awareness, factors like algorithm uncertainty and information overload may limit its immediate impact (Anderson, 2020; Liu et al., 2020). Additionally, tourists may perceive social media as less credible than word of mouth in determining the tourism destination attractiveness in Iskandar Puteri. This is further supported by Chou et al. (2020), who mentioned that social media is not a credible source when it comes to the claim of a tourist destination attractiveness, potentially hindering the immediate influence on tourist perceptions and enjoyment. Hence, H3, H4, and H11 were not supported.

The support of H5, H6, and H12 confirms the significance of the direct effect of entrepreneurial competency on tourist enjoyment and tourism destination attractiveness and the mediating effect of enjoyment on entrepreneurial competency and tourism destination attractiveness in Iskandar Malaysia. That is, when the tourist perceives that the service provider is competent in fulfilling their needs and wants, they are more likely to enjoy their stay and in turn perceive the tourist destination as attractive. These findings align with Halim et al. (2022) and Nasution et al. (2023), emphasizing that competent tourism entrepreneurs enhance tourist enjoyment, leading to positive destination perceptions. This highlights the crucial role of tourism provider competence in creating positive tourist experiences and in turn enhancing the destination attractiveness. Hence, H5, H6, and H12 were supported.

The findings also indicated that self-efficacy is a crucial determinant towards enjoyment (H7). Furthermore, when mediated by enjoyment, self-efficacy demonstrates a significant relationship towards tourism destination attractiveness (H13). This result aligns with the findings of Yan et al. (2023), who found a significant relationship between self-efficacy and user enjoyment. Similarly, the finding is also congruent with Jorgensen (2020), who mentioned that tourists who have higher level of satisfaction influences destination attractiveness. Surprisingly, tourist's self-efficacy does not have a significant relationship with tourism destination attractiveness (H8). This finding aligns with Lee et al. (2022), highlighting that the tourist's confidence level during vacation does not necessarily correspond with the perceived attractiveness of the destination. Drawing from SCT, when there is high self-efficacy, tourists could find themselves confidently completing their travel tasks and enjoying the journey itself. However, they might also perceive the destination they have visited to be less attractive as there are other attributes that influence the destination's attractiveness. As mentioned by Ahn et al. (2013), there are functional attributes such as panoramic views and tangible elements that influence tourist's destination perception. Hence, H7 and H13 were supported and H8 was not supported.

Despite H8 being rejected, enjoyment plays a crucial mediating role, as evidenced by the significant support for H10, H12, and H13. The findings also showed that enjoyment has a significant relationship with tourism destination attractiveness (H9). This finding is similar to the findings by Jorgensen (2020), who indicated that a tourist destination is attractive when the tourist has a positive experience with the trip. This implies that tourist enjoyment is crucial in mediating the relationship between price sensitivity, social media usage, self-efficacy, and tourism destination attractiveness. Hence, tourism stakeholders should prioritise these factors to enhance tourist enjoyment, which, in turn, increases destination attractiveness.

7. IMPLICATIONS

With the research gap in the literature, this study aims to investigate the influence of the driving factors, namely, price sensitivity, social media usage, entrepreneurial competency, self-efficacy, and the mediating role of enjoyment on tourism destination attractiveness in Iskandar Malaysia. Guided by Social Cognitive Theory and Comparative Advantage Theory, this study theoretically expands existing knowledge by demonstrating the significant impact of these factors on destination attractiveness. As evident in this study, all the constructs play an important role in determining the tourism destination attractiveness in Iskandar Malaysia. Also, this study extended the current literature by introducing tourist enjoyment as the mediator. Enjoyment directly predicts tourism destination attractiveness and demonstrates significant mediating effects for price sensitivity, entrepreneurial competency, and self-efficacy.

Besides, this study offers practical implications for tourism stakeholders such as accommodation providers, transportation service providers, restaurants, and others tourism partners to develop effective marketing strategies and policies to enhance destination attractiveness in Iskandar Malaysia. For instance, by offering competitive prices aligned with tourist expectations, tourism stakeholders can attract tourists and enhance destination attractiveness. In the long run, tourism in Iskandar Malaysia will benefit greatly from the tourist arrival. As proven in this study, reasonable pricing significantly impacts tourist enjoyment and positively influences destination perception.

Furthermore, enhancing the competency of tourism providers is crucial for destination attractiveness. The Malaysia Tourism Board could organise several tourism training programs and campaigns to enhance the skills and knowledge of tourism providers, who are crucial to the success of the tourism industry, specifically Iskandar Malaysia in Johor. Next, although social media usage does not have a significant relationship with enjoyment and tourism destination attractiveness, tourism stakeholders should prioritise accurate and reliable information on social media platforms, as it remains a powerful communication tool in today's era. Moreover, the local government should implement stricter regulations to mitigate the spread of misinformation and enhance tourist's confidence level in using social media as a reliable source of travel information to visit Iskandar Malaysia. Hence, this study contributes valuable empirical evidence on the effectiveness of price sensitivity, social media usage, entrepreneurial competency, self-efficacy, and enjoyment on making Iskandar Malaysia an attractive tourist destination.

8. LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

The data collected from the perspective of tourists reveals crucial insights about their perceptions of price sensitivity, social media usage, entrepreneurial competency, self-efficacy, and enjoyment on tourism destination attractiveness in Iskandar Malaysia. However, the current study is only limited to the Southern region of Malaysia. Future research could include tourist destinations in other states in Malaysia and conduct a comparative study to identify the strengths and weaknesses of the different tourist destinations in Malaysia. Secondly, the sample size was small to generalise the results. Hence, a larger sample size is needed to improve generalisability. Lastly, in light of the increasing global focus on sustainable development goals, future studies should investigate the impact of sustainable or green urban environments on tourism destination attractiveness.

REFERENCES

Ahn, T., Ekinci, Y., & Li, G. (2013). Self-congruence, functional congruence, and destination choice. *Journal of Business Research*, *66*(6), 719-723. https://doi.org/10.1016/j.jbusres.2011.09.009

Al-Mamun, A., Rahman, M. K., & Robel, S. D., (2014). A Critical Review of Consumers' Sensitivity to Price: Managerial and Theoretical Issues. *Journal of International Business and Economics, 2*(2), 01-09.

Aman, A. S. (2023). *Malaysia's Inflation Rose to 2.8 Per Cent in May 2023.* Retrieved https://www.nst.com.my/business/2023/06/923433/malaysias-inflation-rose%C2%A0-28-cent-may-2023#:~:text=KUALA%20LUMPUR%3A%20Malaysia%27s%20inflation%20was,the%20overall%20consumer%20price%20level.

Anderson, K. E. (2020). Getting Acquainted with Social Networks and Apps: It is Time to Talk about TikTok. *Library Hi Tech News, 37*(4), 7-12. https://doi.org/10.1108/LHTN-01-2020-0001

Ariya, G., Wishitemi, B., & Sitati, N. (2017). Tourism destination attractiveness as perceived by tourists visiting Lake Nakuru National Park, Kenya. *International Journal of Research in Tourism and Hospitality*, *3*(4), 1-13. https://doi.org/10.20431/2455-0043.0304001

Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science, 16*(1), 74-94.

Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*, *84*(2), 191–215. https://doi.org/10.1037/0033-295x.84.2.191

Bandura, A. (1989). Human agency in social cognitive theory. *American Psychologist, 44*(9), 1175–1184. https://doi.org/10.1037/0003-066x.44.9.1175

Chang, Y., & Geng, L. (2022). Planned or Unplanned Purchases? The Effects of Perceived Values on Omnichannel Continuance Intention. *International Journal of Retail and Distribution Management, 50*(12), 1535-1551. https://doi.or/10.1108/IJRDM-01-2021-0012.

Chen, X., Cheng, Z., & Kim, G. (2020). Make it memorable: tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, *12*(5), 1904. https://doi.org/10.3390/su12051904

Chou, S., W. Y., Gaysynsky, A., & Cappella, J. N. (2020). Where We Go from Here: Health Misinformation on Social Media. *American Journal of Public Health, 110*(S3), 273-275. https://doi.org/10.2105/AJPH.2020.305905

Chuang, T. C., Liu, J. S., Lu, L. Y., Tseng, F. M., Lee, Y., & Chang, C. T. (2017). The Main Paths of eTourism: Trends of Management Tourism Through the Internet. *Asia Pacific Journal of Tourism Research, 22*(2), 213-231. https://doi.org/10.1080/10941665.2016.1220963

Daradkeh, M. (2021). An Empirical Examination of the Relationship between Data Storytelling Competency and Business Performance: The Mediating Role of Decision-Making Quality. *Journal of Organizational and End User Computing*, *33*(5), 42–73. https://doi.org/10.4018/joeuc.20210901.oa3

Devi, V. (2022, April 18). Johor Gaining Ground as a Popular Getaway Destination. The Star. https://www.thestar.com.my/news/nation/2022/12/09/johor-gaining-ground-as-a-popular-getaway-destination

Devi, V. (2023, April 19). Johor Revises Target to Eight Million International Tourists. The Star. https://www.thestar.com.my/metro/metro-news/2023/01/31/johor-revises-target-to-eight-million-international-tourists

DOSM, D. o. S. M. (2023). *Consumer Price Index Malaysia* Retrieved 11 August 2023 from https://www.dosm.gov.my/portal-main/release-content/78c90244-81c8-11ed-96a6-1866daa77ef9

Erfanian, S., Maleknia, R., & Halalisan, A. F. (2024). Application of Social Cognitive Theory to Determine Shaping Factors of Environmental Intention and Behaviors of Ecotourist in Forest Areas. *Frontiers in Forests and Global Change, 7*, 1-11. https://doi.org/10.3389/ffgc.2024.1489170

Gefen, D., Straub, D. W., & Boudreau, M. C. (2000). Structural Equation Modeling and Regression: Guidelines for Research Practice. *Communications of the Association for Information Systems, 4*(7), 1-70. https://doi.org/10.17705/1CAIS.00407

Ghufran, M., Ashraf, J., Ali, S., Xiaobao, P., & Aldieri, L. (2022). Effect of Consumption Value on Consumer Willingness to Consume GM Food: A Post-COVID-19 Analysis. *Foods, 11*(18), 2918. https://doi.org/10.3390/foods11182918

Ginting, N. (2016). How self-efficacy enhance heritage tourism in Medan Historical Corridor, Indonesia. *Procedia - Social and Behavioral Sciences*, *234*, 193–200. https://doi.org/10.1016/j.sbspro.2016.10.234

Ginting, N., Rahman, N. V., & Nasution, A. D. (2017). Increasing tourism in Karo District, Indonesia based on place identity. *Environment-Behaviour Proceedings Journal, 2*(5), 177-184. https://doi.org/10.21834/e-npj.v2i5.629

Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge Management: An Organizational Capabilities Perspective. *Journal of Management Information Systems, 18*(1), 185-214. https://doi.org/10.1080/07421222.2001.11045669

Graham, S. (2022). Self-Efficacy and Language Learning-What it is and what it isn't. *The Language Learning Journal, 50*(2), 186-207. https://doi.org/10.1080/09571736.2022.2045679

Gulati, S. (2022). Social and sustainable: exploring social media use for promoting sustainable behaviour and demand amongst Indian tourists. *International Hospitality Review*, *36*(2), 373–393. https://doi.org/10.1108/ihr-12-2020-0072

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate Data Analysis* (6th ed.). Upper Saddle River, NJ: Prentice Hall.

Halim, M. A. S. A., Awang, N. F., Omar, K., Saputra, J., Kamaruddin, S. N. A. A., & Samsudin, H. (2022). Analyzing the Factors that Influence the Entrepreneur Business Performance of Tourism Destination of Kuala Terengganu City Centre, Malaysia. *Journal of Environmental Management and Tourism*, *13*(2), 403-413. https://doi.org/10.14505/jemt.v13.2(58).10

Hall, J. A. (2016). When is social media use social interaction? Defining mediated social interaction. *New Media & Society*, *20*(1), 162–179. https://doi.org/10.1177/1461444816660782

Hou, Y., & Zhang, K. (2020). Space and Money: How and why crowding influences tourists' sensitivity to price magnitude. *Journal of Travel Research*, *60*(3), 520–531. https://doi.org/10.1177/0047287520937082

Hunt, S. D., & Morgan, R. M. (1995). The Comparative Advantage Theory of Competition. *Journal of Marketing, 59*(April), 1-15. https://doi.org/10.1177/0022242995059002

Huta, V., & Waterman, A. S. (2014). Eudaimonia and its distinction from Hedonia: Developing a Classification and Terminology for Understanding Conceptual and Operational Definitions. *Journal of Happiness Studies, 15*(6), 1425-1456. https://doi.org/10.1007/s10902-013-9485-0

Hysa, B., Zdonek, I., & Karasek, A. (2022). Social media in sustainable tourism recovery. *Sustainability*, *14*(2), 760. https://doi.org/10.3390/su14020760

Hyun, H., Thavisay, T., & Lee, S. H. (2022). Enhancing the role of flow experience in social media usage and its impact on shopping. *Journal of Retailing and Consumer Services*, *65*, 102492. https://doi.org/10.1016/j.jretconser.2021.102492

Iskandar Malaysia. (2023). Location & Map. Iskandar Malaysia. https://www.iskandarmalaysia.com.my/location-map.html

Jin, X., Weber, K., & Bauer, T. (2012). Impact of Clusters on Exhibition Destination Attractiveness: Evidences from Mainland China. *Tourism Management, 33*(6), 1429-1439. https://doi.org/10.1016/j.tourman.2012.01.005

Jorgensen, M. T. (2020). The Attraction of the Mundane-How Everyday Life Contributes to Destination Attractiveness in the Nordic Region. *Tourist Studies, 20*(4), 467-484. https://doi.org/10.1177/1468797620955251

Kennelly, M. (2017). We've Never Measured it, but it Brings in a Lot of Business' Participatory Sports Events and Tourism. *International Journal of Contemporary Hospitality Management, 29*(3), 883-899. https://doi.org/10.1108/IJCHM-10-2015-0541

Kim, J., Jhang, J., Kim, S., & Stylidis, D. (2022). The impact of price preciseness, price reduction, and lay rationalism on travelers' perceptions of deal attractiveness, purchase intention, and choice. *Journal of Travel Research*, *62*(7), 1550–1568. https://doi.org/10.1177/00472875221129255

Kimiecik, J. C., & Harris, A. T. (1996). What is enjoyment? A conceptual/definitional analysis with implications for sport and exercise psychology. *Journal of Sport & Exercise Psychology, 18*, 247-263. https://doi.org/10.1123/jsep.18.3.247

Kitsios, F., Mitsopoulou, E., Moustaka, E., & Kamariotou, M. (2022). User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust

in social networking sites. *International Journal of Information Management Data Insights*, *2*(1), 100056. https://doi.org/10.1016/j.jjimei.2021.100056

Kołakowska, A., & Godlewska, M. (2022). Analysis of factors influencing the prices of tourist offers. *Applied Sciences*, *12*(24), 12938. https://doi.org/10.3390/app122412938

Latip, M. F. A., Tamrin, M., Noh, I, Rahim, F. A., & Latip, S. N. N. A. (2022). Factors Affecting e-Learning Acceptance among Students: The Moderating Effect of Self-efficacy. *International Journal of Information and Education Technology*, *12*(2), 116–122. https://doi.org/10.18178/ijiet.2022.12.2.1594

Lee, K. J, Kim, S. G, & Lee, S. Y. (2022). Family Support, Managerial Self-Efficacy, and Performance of Micro-Firms in Tourism Destinations during the COVID-19 Pandemic. *Journal of Quality Assurance in Hospitality & Tourism*, 25(5), 1488-1511. http://doi.org/10.1080/1528008X.2022.2161694

Lee, Y. K., Lee, C. K., Lee, W., & Ahmad, M. S. (2021). Do Hedonic and Utilitarian Values Increase Pro-environmental Behavior and Support for Festivals?. *Asia Pacific Journal of Tourism Research, 26*(8), 921-934. https://doi.org/10.1080/10941665.2021.1927122.

Li, F., Larimo, J., & Leonidou, L. C. (2020). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, *49*(1), 51–70. https://doi.org/10.1007/s11747-020-00733-3

Lin, H. C., Han, X., Lyu, T., Ho, W. H., Xu, Y., Hsieh, T. C., Zhu, L., & Zhang, L. (2020). Task-Technology Fit Analysis of Social Media Use for Marketing in the Tourism and Hospitality Industry: A Systematic Literature Review. *International Journal of Contemporary Hospitality Management, 32*(8), 2677-2715. https://dpo.org/10.1108/IJCHM-12-2019-1031

Lin, T. T., Yeh, Y., & Hsu, S. Y. (2022). Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of-Mouth, and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability. *Sustainability*, *14*(24), 16546. https://doi.org/10.3390/su142416546

Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The Role of Social Media in Tourists' Choices of Travel Components. *Tourist Studies, 20*(1), 27-48. https://doi.org/10.1177/1468797619873

Lopez-Nunez, M. I., Rubio-Valdehita, S., Armuna, C., Perez-Urria, E. (2022). EntreComp Questionnaire: A Self-Assessment Tool for Entrepreneurship Competencies. *Sustainability, 14*(5)*,* 2983. https://doi.org/10.3390/su14052983

Luo, J. M., Huy, Q. V., Li, G., & Law, R. (2019). Tourist Behavior Analysis in Gaming Destination Based on Venue Check-in Data. *Journal of Travel and Tourism Marketing, 36*(1), 107-118. https://doi.org/10.1080/10548408.2018.1494088

Malay Mail. (2024). Johor Targeting Top Spot as Malaysia's Premier Tourist Destination, Says MB. https://www.malaymail.com/news/malaysia/2024/08/29/johor-targeting-top-spot-as-malaysias-premier-tourist-destination-says-mb/148548

Masiero, L., Qiu, R. T. R., & Zoltan, J. (2019). Long-Haul Tourist Preferences for Stopover Destination Visits. *Journal of Travel Research, 59*(5), 1-17. https://doi.org/10.1177/0047287519867

Mason, M. C., Oduro, S., Umar, R. M., & Zamparo, G. (2023). Effect of Consumption Values on Consumer Behavior: A Meta-Analysis. *Marketing Intelligence & Planning, 41*(7), 923-944. https://doi.org/10.1108/MIP-03-2023-0100.

Mikulic, J., Kresic, D., Prebezac, D. (2016). Identifying Drivers of Destination Attractiveness in a Competitive Environment: A Comparison of Approaches. *Journal of Destination Marketing and Management, 5*(2), 154-163. http://doi.org/10.1016/j.compag.2010.11.002

Mohamad, M. A., Hanafiah, M. H., & Radzi, S. M. (2021). Understanding Tourist Mobile Hotel Booking Behaviour: Incorporating Perceived Enjoyment and Perceived Price Value in the Modified Technology Acceptance Model. *Tourism & Management Studies, 17*(1), 19-30. https://doi.org/10.18089/tms.2021.170102

Monroe, K. B. (1973). Buyers' subjective perceptions of price. *Journal of Marketing Research*, *10*(1), 70–80. https://doi.org/10.1177/002224377301000110

Nasution, A. P., Pohan, M. Y. A., Ramadhan, D. A., Limbong, C. H., & Harahap, N. J. (2023). Factors Affecting Adventure Tourist Satisfaction: Evidence from Indonesia. *Innovative Marketing, 19*(2), 51-62. http://doi.org/10.21511/im.19(2).2023.05

Nunnally, J. C. (1978). *Psychometric Theory*. New York, NY: McGraw-Hill.

Othman, B., Khatab, J. J., Esmaeel, E. S., Mustafa, H. A., & Sadq, Z. M. (2020). The Influence of Total Quality Management on Competitive Advantage towards Bank Organization: Evidence from Erbil/Iraq. *International Journal of Psychosocial Rehabilitation, 24*(5), 3427-3439. https://doi.org/10.37200/I JPR/V24I5/PR202053

Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. *Sustainability, 13*(2), 1007. https://www.mdpi.com/2071-1050/13/2/1007

Pratminingsih, S. A., Johan, A., & Salsabil, I. (2022). The effect of destination attractiveness on destination attachment and its impact on tourist sustainable behavior. *Jurnal Siasat Bisnis*, *26*(2), 222–234. https://doi.org/10.20885/jsb.vol26.iss2.art8

Puska, A., Sadic, S., & Maksimovic, A., & Stojanovic, I. (2020). Decision Support Model in the Determination of Rural Touristic Destination Attractiveness in the Brcko District of Bosnia and Herzegovina. *Tourism and Hospitality Research, 20*(4), 1-19. http://doi.org/10.1177/1467358420904100

Rahman, S., & Ching, G. H. (2020). Tourism in Johor and Its Potential. In F. E. Hutchinson & S. Rahman (Eds.), Johor: Abode of Development? (pp. 183 – 202). ISEAS Publishing-Yusof Ishak Institute.

Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2022). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research, 61*(3), 549-564. https://doi.org/10.1177/0047287521997572

Sebastian, M., Franciso, L. C., Rdfael, A. S., & Dimitrios, B. (2018). DMO Online Platforms: Image and Intention to Visit. *Tourism Management, 65*, 116-130. https://doi.org/10.1016/j.tourman.2017.09.021

Seraj, A. H. A., Fazal, S. A., & Alshebami, A. S. (2022). Entrepreneurial Competency, Financial Literacy, and Sustainable Performance-Examining the Mediating Role of Entrepreneurial Resilience among Saudi Entrepreneurs. *Sustainability, 14,* 10689. https://doi.org/10.3390/su141710689.

Shafeq, N. (2024). Majestic Johor Festival Ends with a Bang. The Iskandarian. https://theiskandarian.com/majestic-johor-festival-ends-with-a-bang/

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research, 22*(2), 159-170. https://doi.org/10.1016/0148-2963(91)90050-8.

Styven, M. E., & Wallstrom, A. (2019). Benefits and Barriers for the use of Digital Channels Among Small Tourism Companies. *Scandinavian Journal of Hospitality and Tourism, 19*(1), 27-46. https://doi.org/10.1080/15022250.2017.1379434

Sukaatmadja, P. G., Setini, M., & Yasa, N. N. K. (2020). Comparative and Competitives Advantages: Perspective of Rural Tourism (Study on Tourism in the Province of Bali Indonesia). *Geojournal of Tourism and Geosites, 33*(4), 1493-1500. https://doi.org/10.30892/gtg.334sp107-598

Stangl, B., Prayag, G., & Polster, L. (2019). Segmenting visitors' motivation, price perceptions, willingness to pay and price sensitivity in a collaborative destination marketing effort. *Current Issues in Tourism*, *23*(21), 2666–2682. https://doi.org/10.1080/13683500.2019.1662380

The Sun. (2024). Malaysia Midnight Sale 2024 Set to Encourage Tourists to Stay Overnight. https://thesun.my/malaysia-news/malaysia-midnight-sale-2024-set-to-encourage-tourists-to-stay-overnight-HC13224672

Thio, S., Jokom, R., & Widjaja, D. C. (2022). The Contribution of Perceived Food Consumption Value on Destination Attractiveness and Revisit Intention. *Journal of Culinary Science & Technology, 22(4),* 727-743. http://doi.org/10.1080/15428052.2022.2074331

Vo, Q. N. T. (2020). Community-Based Tourism and Destination Attractiveness: From Theory to Practice. *Journal of Tourism, Hospitality and Sports, 49*, 24-36. https://doi.org/10.7176/JTHS/49-04

Wang, Z., Yang, P., & Li, D. (2021). The Influence of Heritage Tourism Destination Reputation on Tourist Consumption Behavior: A Case Study of World Cultural Heritage Shaolin Temple. *SAGE Open, 11*(3), 1-15. https://doi.org/10.1177/21582440211030275

Wirajaya, I., Rahmafitria, F., Nurazizah, G. R., & Jamin, A. (2021). The Effect of Individual and Destination Accessibility on Willingness to Visit: Nature-Based Tourism Destination. In A. H. G. Kusumah, C. U. Abdullah, D. Turgarini, M. Ruhimat, O. Ridwanudin, & Y. Yuniawati (Eds.), *Promoting Creative Tourism: Current Issues in Tourism Research* (1st ed., pp. 278-283). Routledge. http://doi.org/10.1201/9781003095484

Yan, W., Chen, L., Wang, L., Meng, Y., Zhang, T., & Li, H. (2023). Association between Enjoyment, Physical Activity, and Physical Literacy among College Students: A Mediation Analysis. *Frontiers in Public Health*, *11,* 1-7. http://doi.org/10.3389/fpubh.2023.1156160

Yun, Y. X. (2022). Harnessing City's Strengths to Spur Local Economy. The Star. https://www.thestar.com.my/metro/metro-news/2022/01/13/harnessing-citys-strengths-to-spur-local-economy

Zanudin, K., Ngah, I., & Misnan, S. H. (2021). Public Planner's Perception of the Community Participation in Planning and Operational Decision-Making in Iskandar Malaysia. *Engineering Journal, 25*(1), 275-285. https://doi.org/10.4186/ej.2021.25.1.275