UTAUT Model, Pleasure, and Arousal of MySejahtera App Use in Malaysian Tourist Attractions

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Abstract

Since early 2020, the coronavirus pandemic has devastated the quality of life of people worldwide. Malaysia's Covid-19 Movement Control Order (MCO) required all sectors to go online. Since then, purchasing habits have changed. Insufficient information exists in the literature regarding the use of screening health technologies by travellers when visiting tourist attractions. A few domestic visitors initially refused to download MySejahtera applications because they believed it was unneeded and would hinder their trip experience by requiring them to present their MySejahtera status whenever they entered a tourist attraction. The online questionnaire survey method was chosen because it permits the standardisation of quantitative data collection, resulting in easily interpretable data that is internally consistent. The targeted respondents were individuals familiar with the MySejahtera application. The survey only evaluated travellers who downloaded and utilised the programmes. The study revealed that social influence significantly affects the intention to use the MySejahtera application. Friends and family members have a crucial role in promoting the adoption of new technologies. The findings of this study have supplied the Malaysian government with a vital step that must be taken to boost the infectious disease detection system at tourist sites. Several proposals have been made; as a result, one of which is that the government should collaborate with hospitality service providers to increase access to visitor data to track visitors' movements while they are on their visit.

Keywords: Covid-19, MySejahtera, UTAUT, Pleasure, Arousal, Tourist

Introduction

The worldwide community has been attempting to contain the spread of the novel severe respiratory syndrome coronavirus-caused pandemic since early 2020 (Zhang et al., 2020), and unfortunately has substantially affected society's way of life (Toubes et al., 2021). The Malaysian government's Movement Control Order (MCO) to restrict the spread of Covid-19 has prompted businesses of all types to operate online. Ian Ho (2021) states that the community's internet lifestyle, work habits, and purchasing habits have altered considerably. As a result, vendors around the region have increased their e-commerce, which plays a more significant part in society since more consumers use online services to acquire daily essentials.

Habib & Hamadneh (2021) concur that the rapid transmission of the Covid-19 virus affects the phenomenal expansion of e-commerce globally, with clients rapidly adjusting to technological means. They also discovered that the Covid-19 pandemic significantly impacted customers' propensity for online transactions. As the number of Covid-19 cases continues to rise, limitations on travel have been implemented, limiting tourism and leisure travel (Hanafiah et al., 2022). Despite the continued high number of reported Covid-19 cases, the public's desire to travel remains robust (Bae & Chang, 2021).

Although the Ministry of Tourism, Arts, and Culture cancelled the "Visit Malaysia 2020" campaign due to the coronavirus pandemic, there are still ongoing attempts to encourage tourism, especially domestic tourism, which substantially impacts a country's economy (Farhana et al., 2020). In reality, everyone who travels takes measures to protect themselves from getting sick. Observing tourists adapting to the new travel standard by adhering to SOPs and donning face masks is typical (Farhana et al., 2020). Numerous governments have developed applications for self-diagnosis and contact tracking to achieve the volumes of information required for adequate disease outbreak warnings and the identification of sick individuals. Those who came into contact with the virus could seek prompt medical assistance and segregate themselves to prevent the disease's spread (Martnez et al., 2021).

Background of Study
Many countries still have not eradicated Covid-19, despite its presence in those countries as early as 2020. Governments across the globe have implemented a range of apps to track and trace infected individuals to curb and control the Covid-19 virus's spread. Malaysia is one of the countries affected by the Covid-19 pandemic (Fadzil, 2017). The Malaysian government launched the MySejahtera mobile application in 2020 to track and trace Covid-19 diseases so the Ministry of Health could regulate and isolate infected individuals (Chan et al., 2021). The application aims to quickly detect and alert users exposed to an infected individual, thus reducing the spread of Covid-19. As a result, governments worldwide try to incorporate tracing apps as an integral component of their lockdown exit strategies (Ferretti et al., 2020). During the lockdown, numerous nations and localities have deployed digital contact tracing applications (Fahey & Hino, 2020).

According to Hinch et al. (2020), many people actively install and use an app that tracks and alerts them about the virus's spread. Citizens are more likely to consider a user-friendly tracing programme that requires less time and effort (Berry et al., 2002). This is especially noteworthy given that the mere idea of tracing applications has provoked heated disputes about their actual benefits (e.g., why should healthy citizens use them?), privacy concerns (e.g., the acquisition of sensitive data), and usability challenges (e.g., battery consumption) (Trang et al., 2020). Kasim & Rozaimi (2021) discovered that sharing information via the new technology is problematic, especially when sharing personal information data. Concerns about privacy and the app's legitimacy have also been raised as potential challenges (Kasim & Rozaini, 2021). Since the tracing app captures actual data and is utilised continuously, problems such as frequent battery charging, update procedures, and limited mobile device use for other purposes are likely to develop. However, these problems may be avoided with a mobile app that consumes as little power as possible, updates itself automatically, and functions as seamlessly as possible in the phone background.

There is insufficient information in the literature regarding the tourists' utilisation of screening health technology when visiting site attractions. According to Chan et al. (2021), governments worldwide have created various apps to track and trace infected individuals to prevent and control the spread of the Covid-19 virus. Therefore, this programme compels all users to scan a QR code for data collection whenever they enter a public space, such as public transportation, shopping malls, or stores (Chan et al., 2021). Since domestic tourism in Malaysia was one of the sectors most severely impacted by Covid-19, industries such as hotels, restaurants, air travel, and tourism services experienced a substantial profit decline due to a lack of clients (Hamid et al., 2021; Altuntas & Gok, 2021). Initially, a few domestic tourists refused to download MySejahtera apps because they claimed it was unnecessary and would impede their smooth travel experience by having them display their MySejahtera status each time they entered a tourist spot.

Significance and Contribution of the Study
The Covid-19 pandemic has been spreading worldwide and is far from ending. The pandemic has changed people's lives, forcing them to adjust fast to a new norm. As Malaysia is facing the tsunami of the Covid-19 pandemic, using the MySejahtera app for contact tracing is compulsory since it is utilised to support public health goals. The findings can be utilised as a guideline for the hospitality and tourism industries by advancing technology to control Covid-19 through early diagnosis. The results inform the Malaysian government to include digital skills for citizens whenever they need to enter any site attraction. The study also raises visitor awareness of the app's benefits without causing them to be concerned about privacy violations.

Since visitors depend on the MySejahtera app, the quality provided becomes a major concern for users. The results might reveal that the performance of MySejahtera, which comprises UTAUT dimensions, arousal, and pleasure, positively affected the intention to use technology. The result implies that features in MySejahtera and its appropriate functions fulfil visitor intention to use technology. The outcomes from this study proved that visitor intention to use the app positively influenced the continuance usage of technology. Despite the mandatory usage of MySejahtera for contact tracing and identifying the vaccine status, visitors are believed to still use MySejahtera for other purposes, such as obtaining information on the tourist attractions in the red zone. Since visitors rely on the MySejahtera app, they are alerted to avoid site attractions in a critical zone. The findings may indicate that the performance of MySejahtera, which consists of UTAUT dimensions and other variables such as arousal and enjoyment, has a beneficial effect on the propensity to use technology. This study's findings demonstrated that visitor desire to understand the app's features and functions positively influenced MySejahtera's continued usage.

The findings could help the MySejahtera app's developer prioritise the app's quality and performance. Visitors will benefit from continuous monitoring and frequent app upgrades. As a result, the government plays a crucial role in ensuring that MySejahtera's performance and quality continue to increase so that the information it contains is relevant to the community.

Literature Review

Naranjo-Zolotov and Oliveira (2019) report that performance expectations and facilitating conditions were the most influential factors on citizens' intent to use, whereas effort expectations and social influence had minimal effect. This study utilised the Unified Theory of Acceptance and Use of Technology (UTAUT). Venkatesh et al (2003) invented UTAUT, which comprises four primary dimensions: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC). According to Williams et al (2015), this theory was developed by reviewing and integrating eight dominant theories and models: the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivational Model, the Theory of Planned Behaviour (TPB), a combined TPB and TAM, the Model of PC Usage, Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). UTAUT has been used as a theoretical foundation in technology adoption by conducting empirical investigations on user behavioural intention to use technology. Numerous previous studies on technology or innovation adoption and diffusion in a variety of fields, including information systems, marketing, social psychology, Hospital Information Systems, Tax Payment Systems, and Mobile Technology and management, have successfully employed these contributing theories and models (Williams et al., 2015; Zuiderwijk et al., 2015).

The UTAUT model defined "performance expectancy" as the degree to which the individual believes the system improves work performance. Garcia-Milon et al. (2021) proved that performance expectation is a necessary and positive antecedent of technology acceptance and visitors' use of mobile applications in the tourism industry. In the UTAUT model, performance expectation is the extent to which an individual believes adopting the technology will increase their job performance (Hamzat & Mabawonku, 2018). The perceived ease of its comprehension influences people's impressions of the application of technology. Individuals are more inclined to accept a technology if they perceive it to be user-friendly and intuitive (Saprikis et al., 2021). Wang et al (2012) discovered that smartphone apps could influence the touristic experience by facilitating information search and sharing, enabling tourists to comprehend their place better. This system quality can lower the danger of COVID-19 transmission by offering an accessible tracking and data-gathering source (Polanco Walters et al., 2020). System quality features include user-friendliness, speed of response, dependability, completeness, adaptability, and the system's usage potential (Safdari et al., 2014). According to Aggelidis and Chatzoglou (2012), system quality (the efficacy of an information system) has been demonstrated to have a direct influence on information quality (the effectiveness of the system output), with the former having the potential to predict behavioural intention.

Another part of UTAUT is "effort expectation", based on how a person feels about how well they use technology and how strong that feeling of comfort is (Saprikis et al., 2021). Consumers decide if mobile commerce is helpful in their daily lives based on how easy or hard it is for them to use technology (Sair & Danish, 2018). Effort expectation is the degree of simplicity in utilising the system (Venkatesh et al., 2003). This is the simplicity with which a smartphone can be used to purchase while engaging in tourist activities (Venkatesh et al., 2003). Garca-Milon & Olarte-Pascual et al (2002) revealed that effort expectation significantly impacts the acceptance of new technology while making purchases. Arousal and enjoyment have also been found to affect how people accept new technology (Garcia-Milon et al., 2021). In tourism, it has also been demonstrated that mobile devices, specifically cell phones, are

linked to increased levels of pleasure and arousal. (Garca-Milon & Pelegrn-Borondo et al., 2021).

In particular, the use of mobile devices has been linked to greater levels of "pleasure" and "arousal" in the people who own those gadgets due to influence and encouragement from family and friends (Naranjo-Zolotov et al., 2019). People have long believed that happiness must include some pleasure. It is difficult to argue against the notion that the pursuit of pleasure is a potent driver of choices and actions (Biswas-Diener et al., 2015). In this context, Bakker et al (2014) refer to an individual's subjective impression of a pleasurable situation when addressing pleasure. Bakker et al (2014) feel that examining the possibility of a variety of pleasures assists in determining the likelihood of a person's motivation to participate in a specific activity for an extended time. He adds that there are six unique sorts of pleasure, including gain and relief, accomplishment, social, activity, and aesthetic pleasures. When a user perceives an information technology (IT) event as having the potential to yield favourable outcomes, they experience positive emotions such as satisfaction, contentment, enjoyment, and pleasure (Beaudry & Pinsonneault, 2010). Individuals are happy and content because technology allows them to meet their needs. They agreed that using information technology (IT) for public health management was crucial (Kainyu & Mwadulo, 2022) when they believed their health information requirements had been met. It has been shown that tourists' pleasure and arousal levels affect loyalty and behaviour (Tan, 2013). According to Tan (2013), arousal and pleasure have also influenced the acceptance of technological products. The relationship between pleasure and arousal has also been demonstrated in the context of smartphone use in tourism (Chan et al., 2021). According to the survey, some users anticipate that contact tracing applications will assist in curbing the virus's spread.

In addition, a person's family and friends' attitudes toward their use of technology can either discourage or encourage that person's participation (Naranjo-Zolotov et al., 2019). This led to the emergence of the "social influence" dimension in UTAUT, which refers to a person's trusted family members, friends/peers, and environment who push them to utilise or examine a technology or system (Venkatesh et al., 2003). Social influence has a beneficial effect on mobile internet usage intentions (Zendehdel & Paim, 2015). Prior research demonstrates that social influence affects users' choices to adopt new technology (Mukred et al., 2020). It indicates that customers may be motivated to use a particular technology or system by the courage of their peers and others around them, primarily close family and friends. This can be a powerful motivator for consumers to adopt new technologies. The ability of users to benchmark their performance, share information with other users and participate in society all contribute to an improved social influence, which is vital to attract people to download mobile health and medical applications (Fox et al., 2021). Peer-to-peer marketing and endorsement from virologists, other medical specialists, and significant influencers could also help spread the word about the app and bring in more users by emphasising the individual and societal benefits of downloading and utilising it (e.g., preventing harm to one's family) (Alzoubi, 2020).

Various variables, including social pressure and personal perceptions, can influence users' desire to use technology. In addition, it is commonly acknowledged that social influence is a crucial predictor of the likelihood of adopting new technologies. An example of social influence is a person's impression of normative social pressures or relevant to others' beliefs

that they should or should not act, such as installing a new programme (Venkatesh et al., 2003). The benefits of preventative actions like tracer software may not always be obvious. Researchers discovered that social influence substantially impacts the establishment of early trust (Oldeweme et al., 2021. Thus, one's confidence level in and propensity to use Covid-19 tracing apps is expected to be influenced by their social circle (Nunes et al., 2019). It has been proven that the compliance/conformance process is crucial in describing the effect of social influence on technology adoption (Cialdini & Goldstein, 2004). In adopting new technology, an individual's mindset and behaviour will be influenced by the responses they anticipate receiving from their social surroundings. More individuals will do the same when others in a community have downloaded mobile health and medical technologies. In other words, an individual's perceptions of their peers' attitudes regarding contact tracing programs can influence their acceptance. Individuals may think they do not conform to societal norms if they do not utilise the programme.

The degree to which an individual believes that the existing organisational and technological infrastructure can assist in deploying technology is called the "facilitating conditions". The extent to which this occurs varies from person to person. Individuals' technological competence can be improved by making appropriate resources and support more readily available. People may resist accepting web-based technologies if they are not provided with adequate direction, prompt support, correct information, and sufficient resources. Interestingly, Ambarwati et al (2020) claim that men are more willing than women to overcome multiple obstacles and issues to achieve their goals. On the other hand, women are more concerned with the amount of effort and procedure necessary to reach their goals (Morris et al., 2005). Concerning new technology, men are consequently less reliant on facilitating conditions. Women, on the other hand, lay a higher emphasis on external supporting aspects. Experience can lead to a more profound understanding of technology and a better knowledge of how to learn more effectively, eliminating the need for outside assistance (Kamaghe et al., 2020; Masadeh et al., 2016). People's attitudes toward technological achievements in the context of the industrial revolution and the environment have become more positive.

Today's most common uses of the internet are for social networking, news services, online gaming, e-mail, and podcasts covering weather, health, and sports. In addition, Hatamifar et al. (2021) state that smartphone applications give consumers access to various services and data without requiring a web browser. Other recent advances in technology, such as apps installed on a smartphone, are utilised in the purchasing process. Using shopping applications, as opposed to standard web browsers, comes with several distinct benefits. Customers' day-to-day activities can be tracked and linked via mobile applications, which can assist customers in making price comparisons, obtaining discounts, reviewing items and services, and accessing relevant information and locations (Hatamifar et al., 2021).

Study Framework

This study developed a framework to demonstrate the factors of performance expectancy, effort expectancy, social influence, facilitating conditions, pleasure, and arousal that can influence tourists' behavioural intention to use MySejahtera applications for their purchase experience, as shown in Figure 1.0.
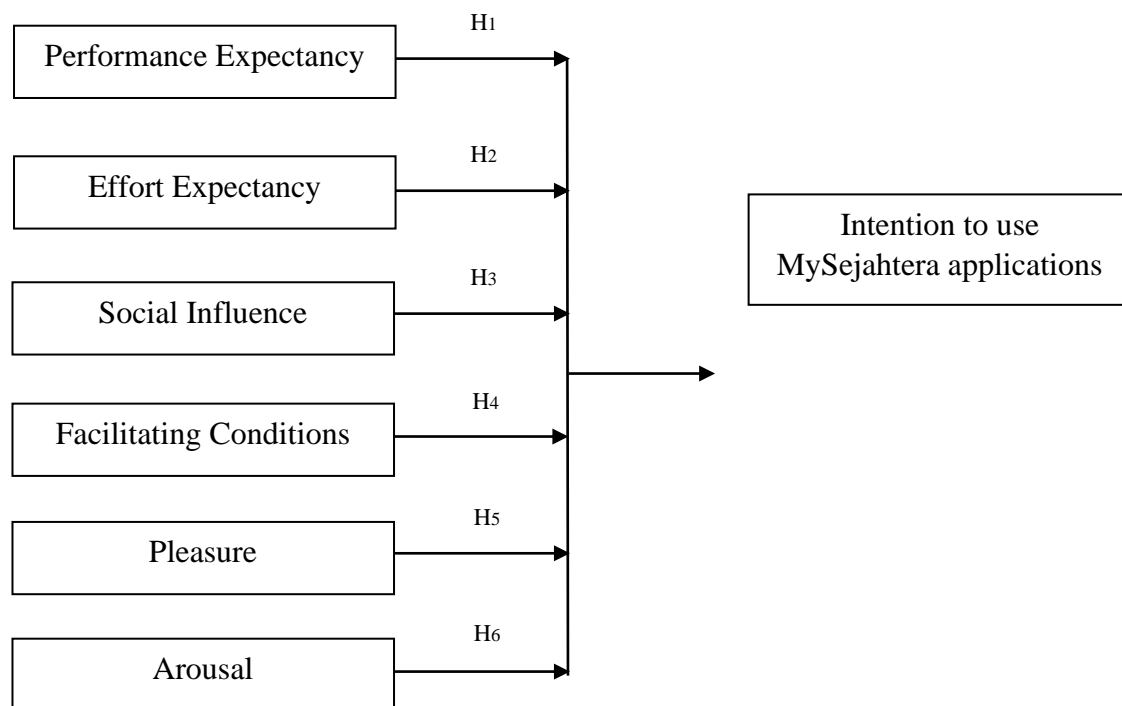
Figure 1.0: Source: Adapted from (García-Milon et al., 2021; Chan et al., 2021).

The primary proposition of the research is that the tourists' behavioural intention to use MySejahtera applications for their purchasing journey is influenced by various factors, including performance expectancy, effort expectancy, social influence, facilitating conditions, pleasure, and arousal. This proposition is expressed in its most basic form, as depicted in Figure 1.0. The investigation into the relationship above resulted in the formulation of six hypotheses, which can be summarised as follows

H1: The tourists' behavioural intention to utilise MySejahtera applications at a tourist attraction is positively influenced by their performance expectations of the applications.

H2: The effort expectancy of tourists influences their behavioural intentions to use MySejahtera applications during a visit to tourist attractions.

H3: Tourists are more likely to use MySejahtera apps at site attractions if social factors influence them.

H4: Facilitating conditions significantly influence tourists' intent to use MySejahtera applications at site attractions.

H5: A tourist's intention to utilise MySejahtera applications while at site attraction is positively influenced by the pleasure they derive from using the applications.

H6: Tourists' behavioural intent to use the MySejahtera apps increases due to the arousal experienced when checking in site attractions.

Methodology
This study examined the elements that influence the intention of domestic tourists to utilise the MySejahtera application. Malaysian tourist attractions were chosen as the study setting since the country has been exposed to several lockdowns since 2020, demonstrating that Covid-19 cases are still unmanageable. The online questionnaire survey approach was chosen

because it allows for the standardisation of quantitative data gathering, resulting in internally consistent data that is easy to understand (Roopa & Rani, 2012). The target respondents were those who were acquainted with the MySejahtera application. It is reasonable to presume that domestic tourists recognise or have heard of the apps. Only travellers who have downloaded and utilised the applications were considered for the survey. The dichotomous question required respondents to indicate whether or not they have utilised MySejahtera applications before attending tourist facilities for health screening. If participants responded "Yes," they were required to continue completing the questionnaire. The online questionnaire terminated automatically if a 'No' response was given. The respondents have been instructed to complete an online survey (https://goo.gl/forms/ dS4QGeupPCjBQtHA), in October 2021 – January 2022, which occurred during the Conditional Movement Control Order (CMCO), which permits travel for tourism purposes. The sample size was targeted to 384 respondents. However, only 154 responses were collected. The rest did not complete the questionnaire.

The questionnaire was divided into eight sections. The first component was the demographic section, which was aimed to collect information such as age, gender, occupation, educational background, the quantity of Covid-19 vaccines received, and how likely people are to utilise or scan QR codes while entering tourist attractions using the MySejahtera app. The remaining seven sections used a 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree for questions on (a) performance expectancy, (b) effort expectancy, (c) social influence, and (d) facilitating condition, (e) pleasure, (f) arousal, and (g) intention to use MySejahtera. Two items in the arousal section used distinct labels, the first of which ranged from (1) not excited at all to (5) very excited, and the second of which ranged from (1) not feeling anything at all to (5) feeling very relieved.

The survey instrument was pretested to ensure reliability in measuring respondent understanding of the items. A pilot test was carried out to ensure the questionnaire was straightforward, reliable, and comprehensive. The researchers distributed the link for the online questionnaire to 15 local respondents via Whatsapp. The Cronbach Alpha value was used to assess the reliability of the study instrument. As a result of the pilot test, some changes to the wording have been made. A Cronbach's alpha value of .962 was recorded and is considered an acceptable and reliable predictor of construct validity (Taber, 2018).

The Statistical Package for Social Science (SPSS) for Windows 10 was used to analyse the data. The uniformity of question completion was evaluated on all completed questionnaires. Cronbach's alpha of .915 was recorded for the final questionnaire's reliability coefficient. In this study, two levels of analysis were performed. The first type of analysis was descriptive, and the second was hypotheses correlation analysis.

Results and Discussions
For the demographic profile, the analysis revealed that the most significant respondents' age group was between 20 and 29 years (57.8%), followed by 50 and above (22.1%) with a degree and diploma (88.3%). Most were female (71.4%) signifies that female respondents have more intention to use the MySejahtera application. Most of the respondents were students (49.4%), followed by private employees (38.3%), and government employees (12.3%). All respondents 100% have received their full required vaccine doses. About 82% of respondents were likely

to scan QR code using the MySejahtera application when entering tourist attractions for safety measures.

Table 1.0
Descriptive analysis

Item	Frequency (%)					$\bar{x}$	Std. Dev	Ranking
	1	2	3	4	5			
Performance Expectancy (PE)								
MySejahtera helps me daily.	3 (1.9)	11 (7.1)	43 (27.9)	50 (32.5)	47 (30.5)	3.82	1.011	2
MySejahtera helps me prevent Covid-19 faster.	5 (3.2)	17 (11.0)	36 (23.4)	64 (41.6)	32 (20.8)	3.66	1.031	3
MySejahtera may speed Covid-19 detection.	3 (1.9)	10 (6.5)	36 (23.4)	53 (34.4)	52 (33.8)	3.92	1.003	1
Effort Expectancy (EE)								
I find MySejahtera straightforward to use.	3 (1.9)	5 (3.2)	26 (16.9)	56 (36.4)	64 (41.6)	4.12	0.938	1
MySejahtera is simple.	1 (0.6)	8 (5.2)	26 (16.9)	62 (40.3)	57 (37.0)	4.08	0.897	3
MySejahtera is easy to learn.	2 (1.3)	9 (5.8)	27 (17.5)	50 (32.5)	66 (42.9)	4.10	0.975	2
Social Influence (SI)								
My family recommends MySejahtera.	1 (0.6)	8 (5.2)	33 (21.4)	47 (30.5)	65 (42.2)	4.08	0.949	1
My friends/peers recommend MySejahtera.	3 (1.9)	12 (7.8)	12 (7.8)	48 (31.2)	57 (37.0)	3.94	1.040	3
Respected individuals suggest that I utilise the MySejahtera application.	2 (1.3)	8 (5.2)	8 (5.2)	45 (29.2)	62 (40.3)	4.02	0.987	2

Item	Frequency (%)					$\bar{x}$	Std. Dev	Ranking
	1	2	3	4	5			
Facilitating Condition (FC)								
Have the necessary resources to use the MySejahtera	4 (2.6)	7 (4.5)	26 (16.9)	51 (33.1)	66 (42.9)	4.09	1.006	2
Have the necessary knowledge to use MySejahtera	1 (0.6)	7 (4.5)	24 (15.6)	61 (39.6)	61 (39.6)	4.13	0.883	1
Feel comfortable using MySejahtera	1 (0.6)	9 (5.8)	27 (17.5)	60 (39.0)	57 (37.0)	4.06	0.916	4
MySejahtera is compatible with the technologies I used	2 (1.3)	7 (4.5)	25 (16.2)	63 (40.9)	57 (37.0)	4.08	0.911	3
Pleasure (P)								
MySejahtera use has been a delight for me.	12 (7.8)	25 (16.2)	62 (40.3)	32 (20.8)	23 (14.9)	3.19	1.119	4
MySejahtera is now an integral part of my daily routine.	3 (1.9)	8 (5.2)	28 (18.2)	54 (35.1)	61 (39.6)	4.05	0.982	1
I am happy using MySejahtera	2 (1.3)	6 (3.9)	54 (35.1)	60 (39.0)	32 (20.7)	3.74	0.877	2

Feelings when using MySejahtera	14 (9.1)	16 (10.4)	44 (28.6)	43 (27.9)	37 (24.0)	3.47	1.222	3
Arousal (A)								
I support MySejahtera.	1 (0.6)	6 (3.9)	35 (22.7)	52 (33.8)	60 (39.0)	4.06	0.912	3
MySejahtera is a new norm	2 (1.3)	7 (4.5)	29 (18.8)	53 (34.4)	63 (40.9)	4.09	0.945	2
Feeling exploring MySejahtera	4 (2.6)	14 (9.1)	95 (61.7)	29 (18.8)	12 (7.8)	3.20	0.812	4
Feeling after updating MySejahtera and learning you're low-risk	2 (1.3)	6 (3.9)	23 (14.9)	59 (38.3)	64 (41.6)	4.15	0.906	1
Intention use MySejahtera (INT)								
Intend to utilise MySejahtera to make purchases during vacation	4 (2.6)	6 (3.9)	31 (20.1)	62 (40.3)	51 (33.1)	3.97	0.963	2
Use MySejahtera to get admission to a tourist spot	2 (1.3)	7 (4.5)	28 (18.2)	63 (40.9)	54 (35.1)	4.04	0.914	1

Table 1.0 outlines tourists' responses to items that asked them about using the MySejahtera application before visiting tourist spots. These anticipations stem from respondents being granted access to the application. As observed in Table 1.0, the use of MySejahtera accelerated the discovery of Covid-19 infection in patients ($\bar{x}$ = 3.92, ranking 1). The majority of respondents, 63%, claimed that MySejahtera is helpful in their daily lives and stated that the app somewhat helps them prevent Covid-19 more quickly ($\bar{x}$=3.66). In terms of effort expectancy, they awarded the MySejahtera app a mean score greater than 4.00 because it did not present any difficulties to them and was straightforward to operate. Because of this, tourists have the impression that learning to use the MySejahtera application does not require them to put in much effort.

Concerning the social influence component, most travellers acknowledged that their relatives, close friends, and acquaintances influenced their decision to use MySejahtera with a mean above 4.00. According to Mukred et al (2020), friends and family members are crucial in promoting and influencing new technology usage. This indicated that respondents place high importance on the opinions of their friends and family members, in addition to those of well-known influencers, and that this significantly influences their desire to use particular media technology. To Kainyu & Mwadulo (2021), individuals use their social environment as an active information-gathering technique by interacting with their peers to evaluate the repercussions of adopting or not adopting a particular technology. In this perspective, social influence is a means of accumulating knowledge, hence minimising uncertainty. On the other hand, more than one in five respondents (27%) were unsure whether their family suggested utilising MySejahtera. This is because many people were sceptical about the significance of the applications when the data was being collected, and they did not see any advantage in installing the apps on their phones.

It was clear (mean score greater than 4.00) that respondents possess the necessary resources and competence to use the app, as shown by the facilitation condition dimension. Most respondents agreed that using MySejahtera made them feel more at ease and agreed with

the app's compatibility with various mobile operating systems. This was in line with Nune et al (2019) that people are more likely to use a technology if they believe they have a reliable support system to help them but with some technical assistance to perform the ICT required behaviour (Venkatesh et al., 2003). Regarding pleasure, many travellers were unsure whether they would identify that the app had brought them any delights. Although 59.7% of respondents felt happy while using the app, nearly half of the respondents (40.3% of the total) were unsure whether or not they were happy while using MySejahtera. This demonstrated some difficulties in registering their presence every time checking in to tourist establishments since 10.4% of them felt acceptable, and some were annoyed (9.1%) when asked about their feeling on the app.

In terms of the arousal theme, a significant number of respondents (nearly 80%, ranked 1) felt relieved when they discovered that they were labelled as low-risk individuals as soon as they updated their health status in the app. This was the case because it indicated they were not at risk for the disease. Around 75.3% of them concurred that using MySejahtera had become the new standard in their day-to-day lives, and as a result, they supported MySejahtera. According to Kasim and Rozaini (2021), MySejahtera enables users to self-evaluate their health, and the users saw the activity as equivalent to starting a new life each day. Despite this, most tourists (73.4%) did not report experiencing any excitement when utilising the app. Because it is the government order, most tourists agree (76%) to use MySejahtera to get admission into a tourist spot. In other words, they have no other option but to comply with the regulations when instructed to show their health status in the app to make purchases during a holiday.

Hypothesis Testing
The evaluation of hypotheses 1 through 6 is the focus of the following subsection. In the initial step of the process, correlation coefficients were calculated to determine the degree to which performance expectancy, effort expectancy, social influence, facilitating conditions, pleasure, arousal, and the intention to use MySejahtera are all linearly correlated with one another.

Table 2.0
Hypothesis testing

Code	Dimension		INT		Result
H1	PE	Pearson Correlation		0.411**	Accept
		Sig. (2-tailed)		0.000	
			N	154	
H2	EE	Pearson Correlation		0.469**	Accept
		Sig. (2-tailed)		0.000	
		N		154	
H3	SI	Pearson Correlation		.545**	Accept
		Sig. (2-tailed)		0.000	
		N		154	
H4	FC	Pearson Correlation		0.606**	Accept
		Sig. (2-tailed)		0.000	
		N		154	
H5	P	Pearson Correlation		0.509**	Accept
		Sig. (2-tailed)		0.000	
		N		154	
H6	A	Pearson Correlation		0.616**	Accept
		Sig. (2-tailed)		0.000	
		N		154	

**. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 2.0, H1 was accepted for performance expectancy was significantly associated with the intent to use MySejahtera (P<0.001). This may be relevant to what Chan et al (2021) say regarding the desire to use technology motivating people to do so when given the opportunity. Walrave et al (2020) discovered that performance expectancy was the most crucial factor in predicting people's intention to use Covid-19 contact tracing applications in Belgium. It was also revealed that there was a strong association between the expectation of effort and the intention to utilise MySejahtera (P 0.001). Hence, hypothesis 2 was accepted. Because of its user-friendly design, the app was rated positively by almost all respondents (nearly 80%), who found it simple to use and understand. The application was straightforward to learn (see Table 1.0). This implies that many intended to utilise the app for government-mandated requirements. The third hypothesis is supported since a positive correlation exists between social influence and intention to use MySejahtera (P<0.001). Friends and family members significantly influence someone to install and operate the app (see Table 1.0). Most tourists were motivated to use the app since they were in an environment where everyone used it, mainly when they needed to update their health status in a crowded setting.

Hypothesis 4 was also accepted (P<0.01) that most tourists agreed they have the appropriate resources and knowledge to use MySejahtera. Compatibility with all mobile operating systems and a user-friendly interface contribute to the significance of the association. Consistent with earlier research, the findings demonstrated a substantial positive correlation (P<0.01) between facilitating conditions and technology use (Khechine & Augier, 2019). The positive results are best explained by the availability of Mysejahtera in applications such as the Play Store library. Smartphone-owning Malaysians will install the MySejahtera application on their phones, simplifying the process by requiring them to scan a QR code while visiting any site

attractions. Hypothesis 5 was accepted since pleasure was significantly associated with using MySejahtera with a P value of 0.000. Although the average mean for the enjoyment dimension was about 4.00 (see Table 1.0), 36% and 60% of respondents only felt delighted when using the app. Perhaps, as long as the government enforces the restrictions, utilising MySejahtera whenever required to access any place has become the new norm for everyone. Most visitors (almost 80%) (see Table 1.0) agreed that they were relieved when MySejahtera verified their health status as low-risk individuals. Their overwhelming support for using the app (about 73%) and its easy navigation feature contribute to the significant relationship between arousal and intention to use MySejahtera. As a result, the H6 was accepted (P<0.01). Previous research by Mochón (2018) indicated that people could use digital technology to improve their lives when technology has substantially impacted their well-being.

Implications of the Study
By conducting analysis and designing a framework that focuses on the utilisation of applications at tourist destinations, this study lends legitimacy to the UTAUT model by (Venkatesh et al., 2012). This study, in particular, adds new factors to the UTAUT theory, such as pleasure and arousal, which are distinctive and have not been investigated to a great extent. Amid the Covid-19 outbreak, the circumstances in Malaysia provide an opportunity to put the components mentioned above into a thorough investigation. This study's outcomes have provided Malaysia's government with a prominent process that needs to be performed to strengthen the infectious illness detection system at tourist attractions. As a result, a few different suggestions have been made, one of which is that the government should partner with hospitality service providers to increase access to visitor data to follow guests' movements while they visit. The tracking technology ought to be designed in such a way that it safeguards the visitors' right to privacy on the information that is gathered about their movements. Additionally, biometric data such as face recognition (Chan et al., 2021), which has been successfully managed by the company that operates the Touch n Go e-Wallet for online transactions, can be utilised in conjunction with scanning QR codes to make the experience of using the app even more enjoyable for the tourists. This can be done to make the user's app-using expertise more satisfying. The two different methods can be combined to achieve this goal. Because some tourists have to wait in line for a significant period to scan a QR code to enter a site attraction, it is ideal that this method is utilised. It is also desired that this method be used because a trip to a tourist area does not become problematic if it performs well. There was a situation where even after the visitor had scanned a significant number of times, some guests became aggravated since the app system occasionally failed to recognise the visitor's present state of health. This study can be utilised as a guideline for investing advanced technology in the hospitality and tourism industry to prevent the growth of the Covid-19 pandemic and other potential pandemics at tourism sites.

This discovery offers a perspective into the social aspects of society and citizens that is significant and highly relevant to real-world situations. Because digitalisation is accelerating, Malaysia's government needs to use digital talents and knowledge and improve the required infrastructure to support this app system in areas where internet access is difficult. To ensure that all Malaysians are technologically literate and have the appropriate ICT skills to use new media technology, this effort should also be channelled toward educating populations in remote areas that do not have effective internet connectivity. Hence, this will guarantee that

people from all walks of life in Malaysia can access the most up-to-date communication technologies.

Conclusion

This quantitative and empirical study examines the Mysejahtera experience from the perspective of Malaysian tourists. This research delivers two messages. First, the UTAUT characteristics of performance expectancy, effort expectancy, facilitating conditions, and social influence were favourably related to the intention of visitors to utilise MySejahtera. Second, visitors were unsure when asked about their pleasure and arousal because the government mandate directives left them with no other options. However, both measures were found to correlate with the use of Mysejahtera positively. The study demonstrated that tourists' use of MySejahtera applications while travelling was promising. The results suggested that the tourists had acknowledged the MySejahtera applications' functionality. Only those with competent ICT knowledge and skills to utilise the MySejahtera applications were surveyed for this study. According to the statistics, family members impact travellers' decisions to utilise MySejahtera during their travels. In addition, it was revealed that using MySejahtera applications provided numerous benefits to travellers. Even if the government restriction to check in using MySejahtera was removed on 1 May 2022, the app has additional purposes that are still important today. For instance, tourists could benefit from obtaining the app's digital vaccination certificate, discovering Covid-19 hotspots, and locating healthcare facility information (Chan et al., 2021).

Conflict of Interest
The author hereby declares that there is no conflict of interest.

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