The Role of Technology in Enabling the Digital Nomad Lifestyle and Its Impact on Revisit Intention in Subang Jaya, Selangor, Malaysia

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ABSTRACT

This study investigates the structural relationships of connectivity, affordability and usability of technology, and local attractions towards digital nomads' revisit intention in Subang Jaya, Selangor. Questionnaires consisting of variables on connectivity, affordability and usability, local attractions, and revisit intention were distributed to 50 digital nomads currently working remotely from the area. Findings showed that significant relationships between connectivity, affordability and usability, local attractions, and revisit intention were confirmed through multiple regression analysis. The results revealed that connectivity and affordability play the most important roles in influencing revisit intention, while local attractions show a moderate effect. Implications and suggestions for future research are also provided.

Keywords: Digital nomad, technology, revisit intention, connectivity and accessibility, hospitality, remote working

INTRODUCTION

Background of Study

With the expansion of remote job alternatives in recent years, the digital nomad lifestyle has gained popularity. Besides being confined to one office, this kind of life can be lived while working on the go. The trend received more prominence due to people being more open to the prospect of working remotely after many businesses implemented flexible work-from-home policies during the COVID-19 epidemic.

Most of this has been made possible by technology. For digital nomads, it is easy to get accommodation through platforms like Airbnb, while communication and collaboration are made easy by Zoom, Google Drive, and Slack, among others. Recent reports have suggested that governments are starting to realize the potential of this trend, which is growing, and have started to implement policies that will stimulate remote working, such as Indonesia's Digital Nomad Visa. Technology enables digital nomads to be more productive with work and also helps them to stay connected and plan their trips.

Problem Statement

In recent years, the digital nomad lifestyle has gained popularity as more people choose to work remotely while traveling. Many researchers have studied digital nomadism from various perspectives, such as motivations, work practices, lifestyle preferences, and its impact on tourism destinations (Cook, 2020; Reichenberger, 2017; Hannonen, 2020). These studies have highlighted that digital nomads rely heavily on technology, including reliable internet, coworking spaces, and digital tools, to support their work and lifestyle. Research has also shown that factors like connectivity, affordability, and local attractions can influence digital nomads' satisfaction and their choice of destination (Koll & Denizci Guillet, 2021; Hall et al., 2019).

However, while existing studies have explored the general behaviors and lifestyles of digital nomads in popular destinations like Thailand and Bali, there is still limited research focusing specifically on how technology influences digital nomads' revisit intention in smaller urban areas, particularly in Malaysia. Most studies tend to overlook how connectivity, affordability, usability of technology, and local attractions contribute to the decision of digital nomads to return to the same destination. Moreover, prior studies have not fully addressed how these factors are perceived by digital nomads working in less internationally recognized digital nomad hubs like Subang Jaya.

Therefore, this study aims to fill this gap by focusing on Subang Jaya, Selangor, to examine how technology supports the digital nomad lifestyle and influences revisit intention. Specifically, this study will investigate the roles of connectivity, affordability and usability of technological tools, and local attractions in shaping digital nomads' intention to return. By doing so, this study hopes to provide valuable insights for hospitality providers, tourism operators, and policymakers in Malaysia to better accommodate the needs of digital nomads and strengthen Subang Jaya's position as a suitable destination for this growing segment.

Research Objectives

This study aims to explore how technology enables the digital nomad lifestyle and its impact on various aspects of work, well-being, and the tourism industry. The objectives are as follows:

1. To examine how digital connectivity such as internet reliability and coworking access
2. influences digital nomads' productivity and decision to revisit Subang Jaya.
3. To analyze how affordability and usability of technological tools affect the well-being and work efficiency of digital nomads in Subang Jaya.
4. To identify the role of local attractions and support infrastructure in enhancing the digital nomad experience and promoting return visits.

LITERATURE REVIEW AND HYPOTHESES

Overview of Hospitality Industry on Digital Nomad in Malaysia

Malaysia's hospitality industry is steadily adapting to meet the needs of digital nomads, a growing group of people who work remotely while travelling to different destinations. This lifestyle has gained more attention in recent years, and Malaysia has become one of the preferred choices for remote workers due to several factors. Among them are the country's affordable cost of living, stable internet connectivity, beautiful travel destinations, and the widespread use of English in both daily communication and professional settings (Reichenberger, 2017; Orel, 2021). Compared to other countries in the region like Singapore or Hong Kong, Malaysia offers a more affordable option for digital nomads in terms of accommodation, food, and transportation (Cook, 2020; Hermann & Paris, 2020).

In response to this rising trend, many businesses in the hospitality sector, such as hotels, hostels, serviced apartments, and co-living spaces, have started offering services tailored to the needs of digital nomads. For

example, many accommodations now provide flexible long-stay packages, reliable high-speed internet, dedicated working spaces, and even access to coworking facilities. These offerings aim to attract remote workers who are looking for destinations that allow them to maintain a productive work routine while also enjoying a comfortable living environment (Koll & Denizci Guillet, 2021). Cities such as Kuala Lumpur, Penang, and Langkawi have become well-known hotspots for digital nomads because they offer modern infrastructure, a good quality of life, and plenty of opportunities to balance work and leisure (Hannonen, 2020; Nash et al., 2021).

To further support this growing segment, the Malaysian government has also introduced specific initiatives. One of the most notable is the DE Rantau Pass, introduced by the Malaysia Digital Economy Corporation (MDEC) in 2022. This digital nomad visa is part of Malaysia's efforts to position itself as a leading destination for remote workers within Southeast Asia. Besides offering legal work rights, the DE Rantau programme connects digital nomads with coworking spaces, digital communities, and other facilities that make it easier for them to live and work remotely in Malaysia (MDEC, 2022).

Overall, Malaysia is positioning itself as a digital nomad-friendly destination through a combination of affordable living, strong infrastructure, supportive policies, and an increasingly flexible hospitality sector. The country's efforts not only help attract more remote workers but also contribute to strengthening its digital economy and tourism sectors for the future.

Revisit Intention

Revisiting intention is a very important component in the digital nomad lifestyle, having its pros and cons. Most digital nomads start off with freedom and flexibility, but then after some time, they usually revise why and for what reasons. Although an early sense of freedom and the ability to explore new cultures might indeed be very rewarding in these respects, there could still be particular challenges from such goals- loneliness, instability, or failure to fit in with long-run goals. (Nash et al., 2020).

Moreover, being digital nomads could mean re-prioritizing what one puts first against different situations and surroundings. Some, for instance, may quit focusing on the constant travelling aspect and look more for a reliable base-a trade-off between the routine- community-adventure equation. Others may also reframe their goals with respect to deep connection, career advancement, or economic viability rather than lifestyle freedom purely (Hannonen, 2020). Digital nomads can readjust their lifestyles to continue supporting their changing personal and professional goals through reflection of their objective. This reflective process is part of the digital nomad journey that helps them stay satisfied and aligned with their objectives.

Connectivity

Connection is key in the digital nomad lifestyle. Probably the most important factor that digital nomads consider when choosing a place to live and work is the ability to stay connected to the internet. Most activities related to remote jobs are hardly doable without access to a decent enough internet connection. For instance, it has been established that bad internet connection-including slow speeds, network instability, and lack of Wi-Fi-significantly impacts the productivity and job satisfaction of a digital nomad. Moreover, their decisions are based on co-working spaces and support groups available in the area. Some digital nomads also focus on areas that have high-speed Internet and flexible workspace options that provide not only the technological infrastructure they seek but also serve to create a sense of community and collaboration among similar individuals. According to Thompson (2021), location is still the most important thing for many seeking affordable, fast Internet access and accessible workspaces. There is a positive relationship between connectivity/accessibility and revisit intention. Hence, one hypothesis is developed.

H1: There is a positive relationship between connectivity and revisit intention.

Affordability

According to Gronlund, price and, above all, the usability of technologies are critical for digital nomads when

estimating overall satisfaction. In many cases, digital nomads have a limited budget, which means they must choose cost-effective solutions offering vital capabilities. This usually requires mixing free and paid services to find an appropriate balance between usefulness and cost (Harrison, 2021). Availability of affordable technology assumes not only the choice of suitable software but also dealing with financial systems of other countries. For services and purchases in other countries, digital nomads often have to deal with the headache of foreign payment systems, conversions, and floating exchange rates. Besides, usability is another critical point for choosing tools: Platforms with an intuitive interface and minimalistic design, simple to use, are favored over complex ones, especially for those users that do not possess deep technical expertise (Davis & Lee, 2020). The simplicity of use and accessibility of technologies can make a huge difference in the everyday life of digital nomads by enabling them to be organized, productive, and effective while working from different locations. There is a positive relationship between affordability and revisit intention. Hence, another hypothesis is developed.

H2: There is a positive relationship between affordability and revisit intention.

Local Attractions

Local attractions enhance the experiences of digital nomads greatly, especially in terms of amenities and their special attributes. Besides, such attractions create an attachment to the place, afford opportunities for exploration, and are fun. With amenities such as comfortable lounging, high-speed internet access, and co-working spaces integrated into the local attractions themselves, digital nomads can easily balance work and travel. The attractions that have flexible hours or offer special deals to the frequent visitors further meet the particular requirements of the remote workers.

Therefore, unique features of local attractions, like cultural landmarks, nature trails, or artisan markets, add value to the digital nomad lifestyle. On the other hand, digital nomads would travel and experience the local community, respect their schedules, and provide unique experiences of immersive seminars, guided tours, or eco-tourism activities. For remote workers, these attractions are often efficient meeting points where they can network and interact with like- minded people.

These attractions can be useful or accessible to variable extents. Not all areas sometimes provide the required infrastructural support that make exploiting some of that potential which a place may possess easier for the nomads. Besides, often, there may be a possibility of improving at least some of the places, making them far more friendly to digital nomads by better catering to digital nomads and pointing out salient features that are attractive surrounding the place itself. There is a positive relationship between local attractions and revisit intention. Hence, another hypothesis is developed.

H3: There is a positive relationship between local attractions and revisit intention.

Underlying Theory

This study applies to the Technology Acceptance Model (TAM) to help explain how technology supports the lifestyle of digital nomads and how it influences their decision to revisit Subang Jaya, Selangor. TAM, introduced by Davis (1986), has been widely used by researchers to understand why people choose to adopt and continue using certain technologies (Davis, 1989). This model focuses on two important factors: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Both factors shape how people feel about using technology and whether they intend to keep using it in the future (Venkatesh & Davis, 2000).

Moreover, Perceived Usefulness refers to how much people believe that technology helps improve their work performance and efficiency. In this study, PU is linked to how digital nomads see the availability of reliable internet, affordable digital tools, and the local attractions that support their work and lifestyle. If these factors help them work efficiently, they are more likely to view Subang Jaya as a convenient and practical place to return to (Cook, 2020; Reichenberger, 2017).

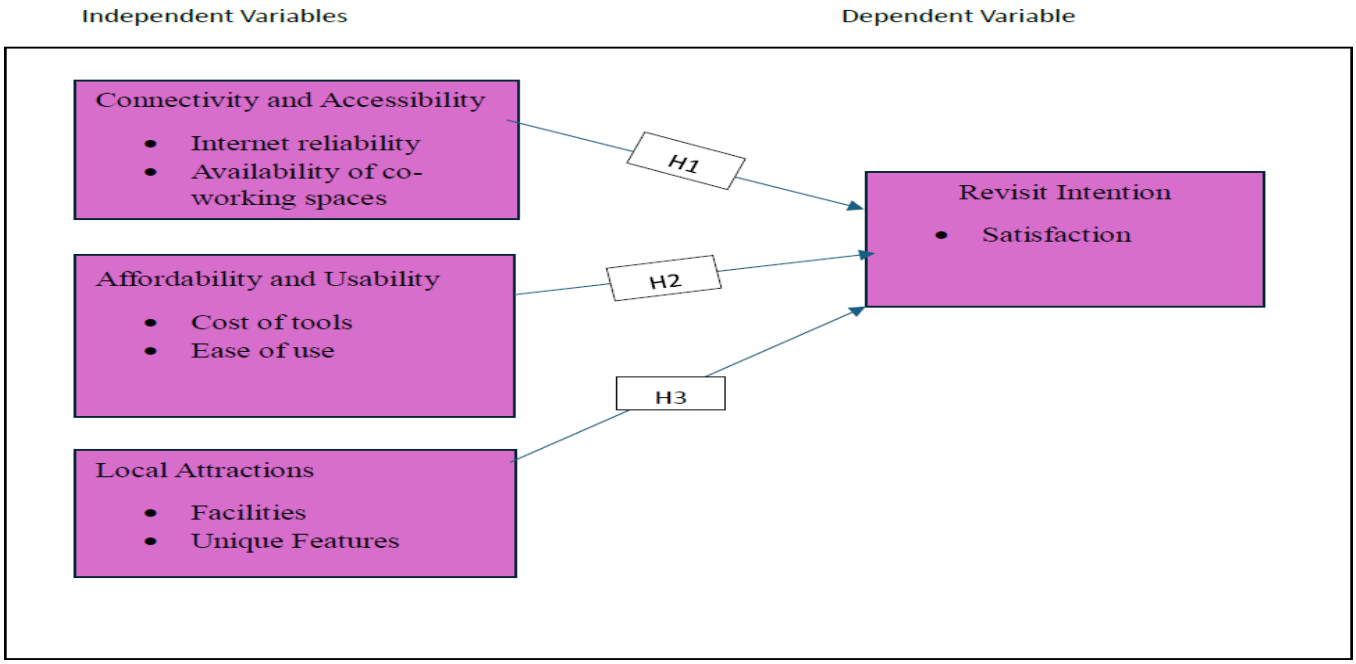
Meanwhile, Perceived Ease of Use relates to how effortless people feel it is to use technology. In this research,

PEOU refers to how easy it is for digital nomads to access coworking spaces, use digital tools, and benefit from existing infrastructure in Subang Jaya. If these services are easy and convenient to use, digital nomads are more likely to develop a positive attitude towards living and working in Subang Jaya (Koll & Denizci Guillet, 2021; Hannonen, 2020).

Hence, both PU and PEOU shape digital nomads' attitudes towards the technology and services available in Subang Jaya. A positive attitude can lead to a stronger intention to revisit the destination in the future (Venkatesh et al., 2003).

This theory fits well with the objectives of this study. Firstly, connectivity, including stable internet and coworking spaces, is closely linked to perceived usefulness as it helps digital nomads stay productive (Cook, 2020; Koll & Denizci Guillet, 2021). Secondly, affordability and usability are connected to both perceived usefulness and ease of use because affordable and practical tools make work easier (Reichenberger, 2017). Lastly, local attractions such as cafes, parks, and coworking spaces help digital nomads achieve a better work-life balance, making the destination more attractive and valuable for them (Hall et al., 2019).

Study Framework



Hypothesis Development

This study looks at how technology helps support the digital nomad lifestyle and how it influences their decision to return to Subang Jaya, Selangor. Based on the framework, this study focuses on three main factors: connectivity, affordability and usability, and local attractions. For digital nomads, having good internet and easy access to coworking spaces is very important because it helps them stay productive while working remotely. If a place offers stable connectivity and reliable workspaces, it becomes more attractive for them to revisit in the future. Therefore, this study believes that connectivity has a positive effect on revisit intention.

In addition, digital nomads often look for technological tools and services that are both affordable and easy to use. These tools help them manage their work more smoothly without extra effort or stress. When a place like Subang Jaya provides affordable and user-friendly technology that meets their needs, it can encourage them to come back again. Therefore,affordability and usability are expected to positively influence revisit intention.

Apart from technology, digital nomads also enjoy local attractions that allow them to balance work and leisure. Places like parks, cafes, and cultural spots make their stay more enjoyable and create a stronger connection to the location. If Subang Jaya offers interesting and accessible attractions, it increases the chances that digital nomads will want to return. Therefore, local attractions are also believed to have a positive influence on revisit

intention.

Based on these points, this study proposes the following hypotheses:

H1: There is a positive relationship between connectivity and revisit intention.

H2: There is a positive relationship between affordability and usability and revisit intention. H3: There is a positive relationship between local attractions and revisit intention.

METHODOLOGY

Research Design

The study uses quantitative procedures. The design helps in grasping a holistic understanding of the digital nomadic lifestyle through integrating statistics and narrative data. The research is an exploratory study toward the identification of major trends, habits, and challenges experienced by digital nomads. The study also makes use of descriptive characteristics to measure specific elements such as revisit intention, connection, usability, and local attractions. It hence intends to study the pattern but also explains the causes for the same by integrating these methodologies, so that a sound platform is provided for future research and applications.

Population Sample and Sampling Technique

Targeting such populations involves digital nomads from the sectors of technology, creative services, and entrepreneurship. The sample needs to reflect diversity in participants who come from a wide variety of geographical regions, cultural backgrounds, and stages in their careers as digital nomads, from totally inexperienced to highly experienced. Such diversity in participant conditions aims to capture a wide range of perspectives so that the results are comprehensive, reflecting trends in the broader digital nomad community.

This study uses targeted sampling (also known as purposive sampling) to deliberately select individuals who meet specific criteria, namely, those who actively work while traveling on a regular basis. This method ensures that only relevant participants, who truly represent the digital nomad lifestyle, are included in the research.

The sample size, depending on data saturation and available resources, is approximately 50. This approach balances the need for multiple viewpoints with the practicality of conducting in-depth research.

Instrument Development

The main tool used to collect data for this study was a structured questionnaire, which was carefully designed to gather quantitative data that aligns with the objectives of this research. The questionnaire was organized into four main sections. Section A focused on collecting basic demographic information from respondents, including their gender, age, nationality, and employment status. Section B included questions related to connectivity, Section C covered the affordability and usability of technology, and Section D focused on local attractions. Lastly, Section E measured revisit intention.

For Sections B, C, D, and E, all items were measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questions were adapted from previous studies by Reichenberger (2017), Cook (2020), Koll and Denizci Guillet (2021), and Hannonen (2020) to ensure they were suitable and relevant to the digital nomad context. This questionnaire mainly used closed-ended questions to collect quantitative data, but it also included a few open-ended questions to give respondents a chance to share their opinions and personal experiences. This combination helped to ensure the data collected was thorough and addressed the objectives of the study from different perspectives.

Data Collection

Most of the data collection is facilitated online, by questionnaire form, to reach remote workers across the globe. The questionnaire, created using Google Forms, uses multiple-choice questions to measure key

variables such as connectivity, affordability, and local attraction. These questions are designed to capture respondents' preferences, experiences, and satisfaction levels in a structured and quantifiable way. The data collection process is expected to take a reasonable amount of time, which allows for reaching the target sample size while ensuring high-quality responses. During this period, reminders and follow-ups are sent to potential respondents to increase the participation rate. Extra attention is given to the need for an inclusive approach, considering the different schedules and time zones in which digital nomads operate, thus increasing the reliability of the findings.

Data Analysis

After the data were collected, the Statistical Package for the Social Sciences (SPSS) version 20.0 was used to analyze the data. The raw data from the questionnaires were coded and entered SPSS for further analysis. Descriptive analysis, such as frequency, percentage, mean, and standard deviation, was performed to summarize the demographic profile of the respondents and provide an overview of their background.

In addition, reliability analysis using Cronbach's Alpha was conducted to assess the internal consistency of each construct and ensure the reliability of the measurement instruments. Pearson correlation analysis was used to examine the relationships between the variables in this study. Finally, multiple regression analysis was performed to identify the influence of connectivity, affordability and usability of technology, and local attractions on revisit intention. These statistical analyses helped to determine the strength and direction of the relationships between the variables and to assess the extent to which the proposed model explains the behavior of digital nomads in the context of Subang Jaya. Collecting the information, we use a computer program called SPSS to understand it better. It converts the raw data from the surveys into numbers using SPSS. To check the information, two methods are used: one that describes the data (like averages and ranges) and another that examines the connection between two variables. This helps us see how the variables are related.

FINDINGS

Introduction

A total of 50 sets of data were collected from digital nomads in Subang Jaya, Selangor, through the distribution of questionnaires, to examine technology's role towards their revisit behaviors, focusing on connectivity, affordability, interest locally, and accessibility (Objectives 1, 2, 4, 5; Questions 1, 2, 4, 5). The chapter presents and describes descriptive statistics, Cronbach's alpha, Pearson correlations, multiple regression, and ANOVA to measure H1 (connectivity), H2 (affordability), and H3 (attractions) and assess demographic effects. Interpretation of the findings is done in the backdrop of the potentiality of Subang Jaya as a hub for nomads, based on sound measures and recent studies (Cook, 2020).

Descriptive Statistics and Discussion

Sample was 78% (n = 39) in Subang Jaya (Q2) at survey. Time as a digital nomad (Q1) was 42% (n = 21) less than 6 months, 30% (n = 15) 6 months to 1 year, and 28% (n = 14) over 1 year. Gender (Q3) was 38% male (n = 19) and 62% female (n = 31). For Q5 (visit Subang), 46% (n = 23) said Yes, 26% (n = 13) No, and 28% (n = 14) Considering. Q6 (visit factors) indicated Internet (28%, n = 14), Affordability (22%, n= 11), Attractions (16%, n = 8), Coworking (12%, n = 6), Community (12%, n = 6), and Access (10%, n = 5).

Table 1: Descriptive Statistics

Variable	Item	Mean	SD
Revisit Intention	Q4: Commitment to Lifestyle	4.60	0.83
	Q7: Nomad Community	4.60	0.88
Connectivity	Q8: Internet Reliability	4.06	0.79
	Q10: Poor Internet Impact	3.96	0.88

	Q11: Coworking Access	4.04	0.93
Affordability	Q12: Tool Cost-Effectiveness	4.00	0.76
	Q13: Tool Usability	4.02	0.82
Attractions	Q16: Attraction Importance	3.94	0.84
	Q18: Attraction Access	3.94	0.79
	Q19: Work-Friendly	3.94	0.87

Composite measures were: Revisit_Score (M = 4.60, SD = 0.83), Connectivity Score (M = 4.02, SD = 0.81), Affordability Score (M = 4.01, SD = 0.73), Attractions_Score (M = 3.94, SD = 0.77). Both Q4 (M = 4.60) and Q7 (M = 4.60) indicate high nomad commitment (Objective 2; Question 2). Connectivity (M = 4.02) and Q6's 10% Access preference support H1 because persistent internet and resources (e.g., transport, coworking) shape revisit intention (Cook, 2020). Affordability (Q13: M = 4.02) supports H2 and shows favorable tool perception (Reichenberger, 2017). Attractions (M = 3.94) and Q6's 16% Attractions preference support H3 with moderate impact (Hall et al., 2019). Access (Q6: 10%) supports H1,highlighting technology's enablement and local participation (Objective 1; Question 1; Koll and Denizci Guillet (2021).

Reliability Analysis and Discussion

Cronbach's alpha confirmed scale reliability: Revisit Intention ($\alpha = 0.941$), Connectivity ($\alpha = 0.925$), Affordability ($\alpha = 0.838$), Attractions ($\alpha = 0.907$).

Table 2: Cronbach's Alpha for Constructs

Construct	Items	Cronbach's Alpha
Revisit Intention	Q4, Q7	0.941
Connectivity	Q8, Q10, Q11	0.925
Affordability	Q12, Q13	0.838
Attractions	Q16, Q18, Q19	0.907

High alpha values ($\alpha \geq 0.838$) ensure measures are extremely reliable, substantiating Objective 5 (Question 5) on technical drivers of the digital nomad lifestyle. The Revisit Intention scale (Q4, Q7) is extremely reliable ($\alpha = 0.941$), confirming its use for measuring commitment and community importance (Objective 2; Question 2). Connectivity's alpha ($\alpha = 0.925$) confirms H1, providing reliable measurement of internet and coworking accessibility, critical to access (Cook, 2020). Affordability's alpha ($\alpha = 0.838$), inclusive of usability (Q13), confirms H2, providing reliable measurement of tool cost-effectiveness and usability (Reichenberger, 2017). Attractions' alpha ($\alpha = 0.907$) supports H3, validating attraction importance and accessibility measures (Hall et al., 2019). Robust, consistent scales provide a good foundation for investigating the technology's role in nomadism in accessing local resources (Objective 1; Question 1; Koll and Denizci Guillet (2021)).

Correlation Analysis and Discussion

Pearson correlations analyzed H1 (connectivity), H2 (affordability), and H3 (attractions) against Revisit_Score.

Table 3: Pearson Correlations with Revisit Intention

Variable	r	p-value
Connectivity_Score	0.542	< .001

Affordability_Score	0.492	< .001
Attractions_Score	0.382	0.006

All the correlations were significant ($p \leq .006$) and supported H1–H3. The strong correlation of Connectivity_Score ($r = .542$) supports H1, indicating that stable internet and coworking availability drive revisit intention (Cook, 2020). Accessibility, as indicated by Q6 (10% selected Access as a reason for returning), supports H1 since technology-assisted local resource access (e.g., transport, coworking spaces) makes Subang Jaya appealing (Koll & Denizci Guillet, 2021). This aligns with Objective 1 (Question 1), highlighting technology's role in facilitating engagement with local infrastructure. Affordability_Score's correlation ($r = .492$), including usability (Q13: $M = 4.02$), supports H2, suggesting that cost-effective and user- friendly tools are critical for nomads' productivity and long-term travel intentions (Reichenberger (2017); Objective 2; Question 2). Positive moderate correlation for Attractions_Score ($r = .382$) verifies H3, that workplace-friendly attractions (Q16, Q18, Q19; $M = 3.94$) stimulate revisit intention, albeit not as much (Hall et al., 2019). Q6's 16% Attractions choice also verifies the same, supporting Objective 1 (Question 1). The significant correlations underscore Subang Jaya's strengths in connectivity and value proposition, with accessibility (Q6) complementing its nomad hub appeal (Objective 4; Question 4; Bozzi (2024)). However, the lower Attractions correlation suggests cultural and workplace- friendly spaces must be enhanced to grow revisit intention (Hemsley et al., 2020). The research pins down the impact of technology on nomad preferences, where accessibility and usability are key drivers (Objective 5; Question 5).

Regression Analysis and Discussion

Multiple regression assessed the explanatory power of Connectivity_Score, Affordability_Score, and Attractions_Score on Revisit_Score, $F(3, 46) = 11.211$, p

$<.001$, $R^2 = .422$.

Table 4: Regression Analysis

Predictor	β	t	p
Connectivity_Score	.400	3.306	.002
Affordability_Score	.309	2.473	.017
Attractions_Score	.140	1.126	.266

Connectivity_Score ($\beta = .400$, $p = .002$) and Affordability_Score ($\beta = .309$, $p = .017$) were significant predictors of Revisit_Score, which explained 42.2% of the variance, in support of H1 (connectivity) and H2 (affordability) strongly. Accessibility, quantified by Q6 (10% selected Access), confirms H1, as technology-enabled access to amenities like coworking spaces and transportation boosts revisit intention (Cook, 2020; Koll & Denizci Guillet, 2021). Affordability_Score, including usability (Q13: $M = 4.02$), confirms H2, that cost-effective and simple-to-use tools are key to nomads' productivity and travel itineraries (Reichenberger (2017); Objective 2; Question 2). Attractions_Score ($\beta = .140$, $p = .266$) was not significant, providing partial evidence for H3, suggesting that work-friendly attractions ($M = 3.94$) exert a weaker impact on revisit intention (Hall et al. (2019); Objective 1; Question 1). The model's R^2 (.422) indicates the role of technology in driving nomad loyalty, with affordability and connectivity being drivers (Hemsley et al., 2020). These findings present Subang Jaya's comparative advantages in connectivity, backed by access (Q6), as an excellent nomad hub but complementing the attractions can improve revisit intent (Objective 4; Question 4; Bozzi (2024)).

DISCUSSION

This study examined the contribution of technology in enabling the digital nomad lifestyle in Subang Jaya, Selangor, and on connectivity, affordability, local attractions, and accessibility as drivers of revisit intention (Objectives 1, 2, 4, 5; Questions 1, 2, 4, 5). Survey results ($n = 50$) validated strong relationships between these

factors and revisit intention, substantiating H1 (connectivity), H2 (affordability), and partially H3 (attractions). This chapter summarizes the major findings on the potential of Subang Jaya to be a destination for nomads and offers advice to enhance its appeal based on recent works.

The studyconfirmedthatconnectivity,affordability,andlocalattractions significantly influence digital nomads' revisit intention in Subang Jaya, Selangor ($r = .382–.542$, $R^2 = .422$), answering Objectives 1 and 2 (Questions 1, 2). Connectivity ($r = .542$, $\beta = .400$, $p = .002$) and the 10% Access choice in confirm H1, while emphasizing internet stability and resource utility as essential drivers (Cook, 2020; Koll & Denizci Guillet, 2021). Affordability, including usability (Q13: $M = 4.02$; $r = .492$, $\beta = .309$, $p = .017$), also confirms H2, with cost-effective and user-friendly tools enhancing productivity and travel plans (Reichenberger, 2017). Attractions ($r = .382$, $\beta = .140$, $p = .266$) provide some support for H3, suggesting work- friendly spaces ($M = 3.94$) have a smaller influence (Hall et al., 2019). Q6 frequencies (28% Internet, 22% Affordability, 10% Access) support these drivers (Objective 1; Question 1). Valid scales ($\alpha = .838– .941$) ensure robust measurement (Objective 5; Question 5). There are no demographic differences ($p > .512$) that show widespread across-duration and across- gender attraction (Objective 4; Question 4; Bozzi (2024)). Upgraded attractions could somehow boost loyalty with Subang Jaya's technology infrastructure qualifying as a nomad hub (Hemsley et al., 2020). Limited generalizability is due to the small sample size ($n = 50$), and field research is required (Wang et al., 2020). These findings contribute to hospitality management via linking technology to destination loyalty (Mancinelle, 2020).

RECOMMENDATIONS

Stakeholders should employ the research findings ($r = .382–.542$, $R^2 = .422$) to strengthen revisit intention drivers (Objectives 1–5; Questions 1–5). Invest first in a good connectivity infrastructure, i.e., fast Wi-Fi and up-to-date co-working spaces ($M = 4.02$, $\beta = .400$), in favor of nomads' productivity needs, in line with H1 (Cook, 2020; Hemsley et al., 2020). Expansion of 5G coverage and reliable internet in public spaces can enable constant remote working, achieving Objective 2 (Q2). Second, retain and enhance inexpensive, simple-to-use tools (Q13: $M = 4.02$, $\beta = .309$), in support of H2. Partnerships with software providers to offer lower subscription prices can reduce costs, enhancing the effectiveness of nomads' work (Reichenberger, 2017). Third, promote work-friendly amenities, such as cultural amenities and Wi-Fi-equipped cafes ($M = 3.94$), to increase destination appeal under H3 (Hall et al., 2019). Marketing campaigns for promoting Subang Jaya's co-working spaces and cultural events have the potential to attract nomads (Koll and Denizci Guillet (2021); Objective 1; Question 1). Fourth, improve accessibility (Q6: 10% Access) through better public transport, affordable accommodations, and streamlined visa procedures to facilitate access to local resources (Cook, 2020). Developing transport apps and nomad guides can make H1 (Objective 1; Question 1) easier. Fifth, introduce a digital nomad visa to greet extended-staying visitors, encapsulating policy necessities (Mancinelli (2020); Objective 3; Question 3). These policies will render Subang Jaya a viable Southeast Asian destination (Bozzi, 2024). Finally, cultivate nomad communities with regular networking sessions, co-working meetups, and online forums to build social relations that enhance revisit intention (Hemsley et al. (2020); Objective 4; Question 4). Collaborative arrangements with local businesses for workshops or cultural exchange serve to intensify community attachments. All these efforts capitalize on Subang Jaya's high points in connectivity and affordability, bridging lower points in attractions and ease of access to position it as a top-rated nomad destination. Implementation would require harmonization among tourism boards, governments, and technology providers to create a stable platform for digital nomads.

Limitation And Future Directions

The study's small sample may not pick up on subtle differences in nomad preferences. Second, the Subang Jaya focus threatens to overlook broader Malaysian contexts. Third, accessibility could be better represented as an isolated construct to strengthen H1. Fourth, future research should use larger, diverse samples to guarantee finding replication both across demographics and destinations. Lastly the addition of accessibility-specific items (e.g., transport, access to facilities) could render H1 stronger.

CONCLUSION

To sum up, this research has shown that technology plays a major part in supporting the lifestyle of digital nomads, especially in the hospitality field. The results indicate that digital nomads appreciate tech-related services that help them stay efficient, connected, and comfortable while working remotely. Things like fast internet, online communication tools, digital booking systems, and flexible working areas are among the most valued features by this group. Interestingly, the findings reveal that usefulness and practicality of technology matter more to digital nomads than how easy it is to use. This shows that hospitality providers should focus on offering services that are functional and tailored to the real needs of remote workers, instead of just aiming for simplicity.

For businesses in the hospitality sector, these insights can guide them in creating more suitable environments for digital nomads such as offering packages for longer stays, coworking-friendly spaces, and tech support for guests who work online. Adapting to these preferences can help improve customer experience and encourage return visits from this group.

From an academic point of view, this study adds to the ongoing conversation about how technology influences travel and work habits, especially after the global shift toward remote work. It also gives useful input for future studies in tourism, hospitality, and digital lifestyle trends. Overall, the findings show how important it is for the hospitality industry to keep up with changing demands and to support modern, mobile professionals through smart use of technology.

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