

**VISITORS' SATISFACTION TOWARD ACTIVITIES AND SERVICES AT
PERHENTIAN ISLAND MARINE PARK, TERENGGANU**

**WAN AHMAD BIN WAN HASAN
2010281758**

**AN ACADEMIC EXERCISE SUBMITTED IN PARTIAL FULFILLMENT
FOR THE DEGREE OF BACHELOR OF EDUCATION (HONS) `
PHYSICAL AND HEALTH EDUCATION**

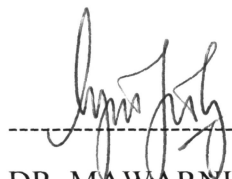
**FACULTY OF EDUCATION
UNIVERSITI TEKNOLOGI MARA
SHAH ALAM
2014**

UNIVERSITI TEKNOLOGI MARA
FAKULTI PENDIDIKAN

VISITORS' SATISFACTION TOWARD ACTIVITIES AND SERVICES AT PERHENTIAN
ISLAND MARINE PARK, TERENGGANU

WAN AHMAD BIN WAN HASAN
2010281758

LATIHAN ILMIAH INI TELAH DIKEMUKAKAN UNTUK MEMENUHI SEBAHAGIAN
DARIPADA SYARAT UNTUK MEMPEROLEH IJAZAH SARJANA MUDA DALAM
PENDIDIKAN JASMANI DAN KESIHATAN



DR. MAWARNI BINTI MOHAMED
(PENYELIA)

11/7/2014.
TARIKH



PROF. DR. HAJI MOHD MUSTAFA B. MOHD GHAZALI
(DEKAN FAKULTI PENDIDIKAN)

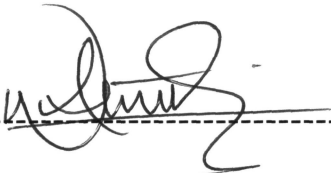
11.7.2014
TARIKH

DECLARATION

“I hereby declare that the work of this exercise is mine except for the quotations and summaries that have been duly acknowledged”.

11/07/2014

DATE



NAME : WAN AHMAD BIN WAN HASAN

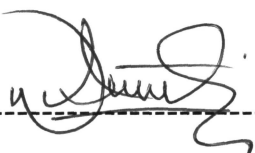
STUDENT ID : 2010895426

PENGAKUAN

“saya akui karya ini adalah hasil karya saya sendiri kecuali nukilan dan ringkasan yang setiap satunya telah saya nyatakan sumbernya”.

11/07/2014

TARIKH



NAMA : WAN AHMAD BIN WAN HASAN

ID PELAJAR : 2010281758

ACKNOWLEDGEMENTS

In the name of Allah, the Most Gracious and the Most Merciful

All praise and thanks to Allah S.W.T for His grace, I was able to complete this research study. Firstly, my deepest appreciation goes to my supervisor, Dr. Mawarni Mohamed, who has provided support and guidance throughout the process of completing this research study. A lot of suggestions and constructive comments were given to me who give a clear picture of the works in preparing a research study.

Not to mention, my gratitude goes to my parents, Karimah Binti Wan Hasan Bin Wan Musthapa for their prayer and supports that strengthens me to complete this research study. Not forgetting to lecturers, staffs and friends of the Faculty of Education, UiTM Shah Alam, my gratitude to all of you. All of you will remain in my memory.

Last but not least, hopefully whatever good deeds we do, will be used as a provision for us to meet with Allah S.W.T in the afterlife. InshaAllah.

Sincerely,

Wan Ahmad Wan Hasan

ABSTRACT

Among the important factors need to be considered in order to make the tourism place become a focal point is by fulfilling the visitors' satisfaction. When the visitors satisfied with the activities and services provided at that place, for sure they will revisit and may recommend it to others. This thing is indirectly makes the place to become an attraction towards visitors. For Perhentian Island Marine Park, Terengganu which a place that have chosen to conduct the study, there are still no research have been conducted to identify the visitors' satisfaction. Thus, this research has been conducted and identified the level of visitors' satisfaction toward activities and services at Perhentian Island Marine Park, Terengganu. Besides that, the visitation factors also have been identified from this research. In order to obtain the result for this study, questionnaires have been distributed to the visitors who came to this island without emphasizing whether they are local or foreign visitors. Next, all of these questionnaires have been analyzed and the findings revealed that there still a lot of improvement needs to be done by the management of marine park and tourism operators especially for land activities. While for the facilities that have been provided were satisfied by the visitors, except for the personnel at the island which also needs to be look back by the management of marine park and tourism operators in providing a better services.

Keywords: visitors' satisfaction, visitation factors, activities and services