

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

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**AN ACADEMIC EXERCISE SUBMITTED IN PARTIAL FULFILLMENT  
FOR THE DEGREE OF BACHELOR OF EDUCATION (HONS) \*  
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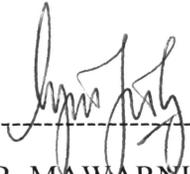
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VISITORS' SATISFACTION TOWARD ACTIVITIES AND SERVICES AT PERHENTIAN  
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LATIHAN ILMIAH INI TELAH DIKEMUKAKAN UNTUK MEMENUHI SEBAHAGIAN  
DARIPADA SYARAT UNTUK MEMPEROLEH IJAZAH SARJANA MUDA DALAM  
PENDIDIKAN JASMANI DAN KESIHATAN

  
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DR. MAWARNI BINTI MOHAMED  
(PENYELIA)

11/7/2014  
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TARIKH

  
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(DEKAN FAKULTI PENDIDIKAN)

11.7.2014  
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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



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## 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



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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***