



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**THE RELATIONSHIP BETWEEN SERVICE
QUALITY AND TOURISTS' SATISFACTION AT
MALACCA RIVER CRUISE**

By:

**MARIA ANAK ALBERT PANIE
NUR LIYANA BTE ABDUL RAHMAN
TRACY ANAK ALASTA SAWENG @ SUKI**

B.Sc. (Hons) in Tourism Management

JANUARY 2014

ABSTRACT

This research is to evaluate the relationship between service quality provided at Malacca River Cruise towards satisfaction among International tourists'. In this research, there are five dimensions to measure the tourist satisfaction. Therefore, this study find that there are five service quality dimensions that are used to measure the satisfaction level such as tangible, reliability, responsiveness, assurance, and empathy. After that, this research also will focus on two (2) objectives which are; to determine the positive relationship between service quality dimensions and International tourist's satisfaction and to identify the most agreeable dimension in service quality that influence tourists' satisfaction. As the result, the findings of the study is significant with the objectives stated. These result will be discuss in the finding of the study. At the end of the research, the limitation that becomes constraint to this research will be discussed. Furthermore, the researcher also will include some recommendations to future researcher to improve more in their research. Besides, conclusion will be stated to discuss and conclude about all the information in this research.

TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
1. BACKGROUND OF THE STUDY	
1.1. Introduction	1
1.2. Problem Statement	4
1.3. Research Objectives	7
1.4. Research Questions	7
1.5. Theoretical Framework	8
1.6. Significance of Study	9
2. LITERATURE REVIEW	
2.1. Introduction	11
2.2. Quality of Services Provided At Malacca River Cruise	11
2.3. Service Quality (SERVQUAL)	14
2.4. Tangibles	19
2.5. Reliability	22
2.6. Responsiveness	24
2.7. Assurance	26
2.8. Empathy	28
2.9. Tourist Satisfaction	32
2.10. The Relationship Between SERVQUAL and Tourist Satisfaction	35
3. RESEARCH METHODOLOGY	
3.1. Introduction	39
3.2. Research Design	39
3.3. Sampling Size	42
3.4. Sampling Population	43
3.5. Survey Instrument	44

LIST OF TABLES

NUMBER	ITEMS	PAGE NUMBER
Table 1	Demographic Questions	46
Table 2	SERVQUAL Dimensions Question	48
Table 3	Tourist Satisfaction Question	48
Table 4	The Rules of Reliability	56
Table 5	Cronbach Alpha	56
Table 6	Tangible Dimension	58
Table 7	Reliability Dimension	59
Table 8	Responsiveness Dimension	61
Table 9	Assurance Dimension	62
Table 10	Empathy Dimension	63
Table 11	Tourist Satisfaction	64
Table 12	Indicators of Correlation Coefficient	65
Table 13	Correlation between Service Satisfactions and tourist satisfaction	67
Table 14	Regression Table	68

CHAPTER 1

BACKGROUND OF THE STUDY

1.1 INTRODUCTION

In 2008, UNESCO has recognized Malacca City as one of world heritage city in Malaysia. The organization also stated that the city was seen as lively historical testimonies of 500 years of trading and cultural exchanges between East and West in the Straits of Malacca. Based on the report by State Tourism Department Malacca (2012), top five foreign country tourist arrivals were China, followed by Singapore, Indonesia, Taiwan and Hong Kong. In fact, more than four million tourists visited the state in the first four months of the year 2012, an increase of 13.3 percentages compared with the same period in 2011 (The News Strait Times, 2012). Among the most popular attractions are museums, followed by the Malacca River Cruise, Malacca Zoo and Menara Taming Sari.

Service quality can be considered as important tools for a firm struggle to differentiate itself from its competitors. In addition, the service industry plays an increasingly important role in the economy of many countries (Prabha, Soolakshna, and Perunjodi, 2010). Over time, organizations have enlarged their strategy from