A STUDY ON
THE FACTORS THAT INFLUENCING CUSTOMER SATISFACTION TOWARDS MELAKA CROCODILE FARM

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A research project submitted in partial
fulfillment of the requirements for
the B.Sc. (Hons) in Tourism Management

FACULTY OF HOTEL & TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

Independent Study (HTH650)

JULY 2013

ACKNOWLEDGEMENT

Alhamdulillah and grateful to Allah SWT for the completion of our research of independent study for this final semester and also for this overall research project, much thankful because give us an opportunity to complete this project. Without His permission, we definitely cannot finish this project. Thanks God for the blessed of our life and giving us a good health and the strength during our independent study.

Special thanks go to our Advisor of this independent study, Madam Nur Sarina binti Khairuddin, who manage our practical training from the beginning and for the guidance and support in order to finish up our research project and also thanks for being my helpful advisor. The supervision and support that she gave truly help the progression and smoothness of the research project. The co-operation is much indeed appreciated.

Great deals appreciated go to the contribution of my faculty - Faculty of Hotel and Tourism Management (FPHP). Secondly, I'd like to express my sincere thanks to all our lecturers that willing to help us during our study in the campus.

My grateful thanks also go to our team mates in doing this research project, Siti Nasuha binti Zainudin, Maryam binti Aziz and Nur Aliya binti Mohd Fuad. A big contribution and hard worked from us during the six month is very great indeed. Besides, this research project makes me realized the value of working together as a team. Not to forget, great appreciation goes to the rest of our classmates that help us from time to time during the project. The whole program really brought us together to appreciate the true value of friendship and respect of each other.

ABSTRACT

One of the major income generators to Malaysia's economy is through tourism industry. Due to the offerings of tourism industry which is service, it is significant for service provider to emphasize on customer satisfaction towards service quality and prevention of low customer satisfaction to maintain the tourism industry reputation. The purpose of this study is to assess the customer satisfaction towards service quality provided by Melaka Crocodile Farm as well as pointing on the issues in service quality that service provider need to be aware of to reach and exceed customer expectations. Service perform in a service provider may not be visible but can bring a great threat to the service provider by imprinting negative perception and bad customer satisfaction on the overall service quality of the Melaka Crocodile Farm. Therefore, this research is to find out the connection between factors influencing customer to visit Melaka Crocodile Farm with their satisfaction. A total of 50 respondents consisting of Malaysian people are been interviewed. PSPP has been employed for data analysis with all the Cronbach Alphas above 0.7 and all had been fulfilled. The results showed that the service provider is found to have positive influence towards the service quality of Melaka Crocodile Farm. In conclusion, this study provides empirical evidence of service provider offered by the Melaka Crocodile Farm will lead to building of good service quality.

Keywords: Service Quality, Customer Satisfaction, Melaka Crocodile Farm

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CHAPTER 1
INTRODUCTION

1.1   Background of Study

Nowadays Malaysia is well known as one of the country that has rapid growth in tourism industry. Apart from that, it is promoting tourism worldwide in many aspects, especially for leisure activities for example like theme parks or amusement park and many more. Those theme park and amusement park is different in term of several factor. It consists of attractive landscaping, buildings, and attractions that are based on one or more specific themes or stories. The first and oldest amusement park in Bakken, north of Copenhagen, Denmark which opened in 1583. This shows that entertainment started since from the age of our ancestors and still growth until today.

Previously, the United States amusement and theme park industry were grown up very rapidly. It proved by the attendance of the visitors that increased from 253 million visitors in 1990 to 341 million visitors in 2007 as cited in IAAPA, 2009. Today, there are more than 600 amusement and theme park in United States and about 300 theme parks in the Europe. In Malaysia, Genting Highland resort is one the most comprehensive holiday destinations in Malaysia. It is also known as "City Of Entertainment" among foreign and local people in Malaysia. This will attempt to create great enjoyable and amazing experiences that they never faced before for the visitors. Therefore, theme park or sort of these entertainment parks are important sectors within the tourism industry, which becoming theme parks as main tourist destinations in Malaysia respectively.

This study is focus on identifying significant factors that influencing people to go to the Theme and Recreation Park and customer evaluation and customer satisfaction towards the overall theme and recreation park experience. Besides that, it also to reveal what would be the significant factors that attract people to the theme and recreation park. For example, like their overall parks experience and value, their food quality, their value and variety, then their park cleanliness and atmosphere, perceptions of the admissions price and the general enjoyment.