

**A STUDY ON
THE LEVEL OF CUSTOMER SATISFACTION
TOWARDS TANGIBLE FACILITIES IN
MELAKA RIVER PIRATE PARK**

By

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**A research project submitted in partial
Fulfillment of requirement for
the B.Sc (Hons) in Tourism Management**

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

Independent Study (HTM650)

July 2013

ABSTRACT

The theme park industry has experienced steady growth for many years, and it has developed into a global phenomenon. Monitoring visitor satisfaction is critical to help ensure a satisfying overall experience, customer value, and repeat visits. Here, we examine customer satisfaction from the data collection in Melaka River Theme Park. The study focuses on identifying significant tangibility factor influencing customer evaluation and satisfaction with the overall theme park experience. The key findings reveal that visitors evaluate the theme park primarily on overall park experience based on the tangible facilities that the theme park provide. Core conditions amusement parks must meet are cleanliness and the presence of nice scenery. Other features vary in importance.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
ORGANIZATION OF STUDY	vii

CHAPTER ONE : INTRODUCTION

1.0 Background Of Study	1
1.1 Problem Statement	5
1.2 Research Objective	7
1.3 Research Question	7
1.4 Scope Of Study	8
1.5 Significance Of Study	9
1.6 Theoretical Framework	11

CHAPTER TWO : LITERATURE REVIEW

2.0 Customer Satisfaction	12
2.1 Service Quality	13
2.2 Tangibility	16
2.3 Physical Attributes	17
2.4 Facilities	18

CHAPTER THREE : RESEARCH METHODOLOGY

3.0 Introduction	19
3.1 Research Design	20
3.2 Sample and Population	21
3.3 Data Collection Method	22

3.4 Instrument Development	24
3.5 Questions Used In The Questionnaires	26
3.6 Data Analysis	31
CHAPTER FOUR : DATA ANALYSIS	
4.0 Reliability Analysis	32
4.1 Frequency Report	34
4.2 Mean Score	43
4.3 Descriptive Analysis	44
CHAPTER FIVE : CONCLUSION	
5.0 Discussion And Recommendation	46
5.1 Limitation Of Study	48
5.2 Conclusion	49
REFERENCES	50
APPENDIXES	vii

LIST OF TABLES

Table 2.1: SERVQUAL Dimension	15
Table 3.1: Section A1- Games	26
Table 3.2: Section A2- Signage	27
Table 3.3: Section A3- Toilet	28
Table 3.4: Section A4- Bench	28
Table 3.5: Section B- Respondent Background	29
Table 4.0.1: Reliability of Each Variable – Total Statistics	33
Table 4.0.2: Range of Reliability of Variables	34
Table 4.1.1: Distribution of Respondents by Gender	34
Table 4.1.2: Distribution of Respondents by Age	35
Table 4.1.3: Distribution of Respondents by Marital Status	36
Table 4.1.4: Distribution of Respondents by Race	36
Table 4.1.5: Distribution of Respondents by State of Origin	37
Table 4.1.6: Distribution of Respondents by Profession	39
Table 4.1.7: Distribution of Respondents by Level of Income	40
Table 4.1.8: Distribution of Respondents by first time visit	41
Table 4.1.9: Distribution of Respondents by how often visit theme park	42
Table 4.2.1: Overall Customer Satisfaction	43
Table 4.3.1: Descriptive Statistics	44