

UNIVERSITI TEKNOLOGI MARA

**AN ANALYSIS OF SERVICE QUALITY AMONG
TOURISTS IN BROGA HILLS**

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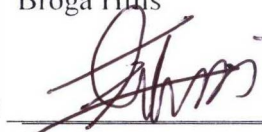
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I am, Muhammad Farhan Bin Mohd Yatim , hereby, declare that:

This work has not previously has been accepted in substance in any degree, locally or overseas, and I not being concurrently submitted for this degree or any other degree.

This research projected was the best result of my independent work and investigation, except where otherwise stated, I absolved Universiti Teknologi MARA and its Faculty of Sports Science and Recreation from any blame as a result of my work.

All verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.

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ABSTRACT

The purpose of this study was to identify the services quality satisfaction participant in Broga Hills. The study addressed three main purposes which are: (1) to identify level of respondent's satisfaction on several of service quality based on different gender among the tourist; (2) to identify the level of respondent satisfaction on several aspect of service quality based on different age group among the tourist; (3) to identify the level of respondent satisfaction on several aspect of services quality based on educational level among the tourist. This study utilized descriptive analysis design. The 23 item of service quality subscales Zeithml, Bery and Parasuraman, (1990) was administrated among 201 (n=201) among tourist in Broga Hills. The primary finding of this study supported that services quality satisfaction are needed and important in outdoor recreation setting. This study found that only the socio demographic variables of: (1) gender; (2) age; and (3) education level had significant influences on service quality. The study also highlighted the satisfaction of the tourist needed when involve in outdoor recreation and leisure activities. Consequences of the results provide signals on the effectiveness of outdoor recreation program in change behavior tourist's satisfaction on services quality provided. This study also addressed the meaning of detailed design to improve the service in the outdoor setting and making priorities in terms of services quality for several expenditures in Broga Hill. It will also help in services quality approach to make it relevant and responsive to immediate responsiveness, understanding and outlook of the tourists by putting into perception developing service quality concerns.

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