

UNIVERSITI TEKNOLOGI MARA

**SATISFACTION TOURISM FACTORS IN BANDAR
KLUANG, JOHOR**

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DIPLOMA IN TOWN & REGIONAL PLANNING
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AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This project paper has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study is to identify the aspects of tourism that are in Bandar Kluang and make it a tourist area by providing a level of satisfaction with the aspects that are in Bandar Kluang. This study was conducted in Bandar Kluang, Kluang, Johor. Bandar Kluang is a city that has a variety of unique attractions which include commercial areas, open spaces and also the unique design of historical buildings in Bandar Kluang. The data of this study was obtained from a questionnaire with a total group of 115 respondents online using 'Google Form'. Data analysis to obtain the relevant aspects in Bandar Kluang and identify the level of satisfaction during tourists to Bandar Kluang. The results of the study to provide suggestions for improvement of areas that can be a tourist attraction area for Bandar Kluang. It is hoped that this study can help Bandar Kluang to be known and give satisfaction to tourists who come to Bandar Kluang, Kluang, Johor.

Keywords: Bandar Kluang, aspects of tourism, tourist satisfaction level, tourism

Tujuan kajian ini dijalankan adalah untuk mengenalpasti aspek-aspek pelancongan yang berada di Bandar Kluang dan menjadikannya sebagai kawasan pelancongan dengan memberikan tahap kepuasan dengan aspek-aspek yang berada di Bandar Kluang ini. Kajian ini dijalankan di Pusat Bandar Kluang, Kluang, Johor. Bandar Kluang adalah satu bandar yang mempunyai pelbagai tarikan unik dimana merangkumi kawasan komersial, kawasan lapang dan juga keunikan reka bentuk bangunan sejarah yang berada di Bandar Kluang. Data kajian ini diperolehi daripada borang soal selidik dengan jumlah kumpulan 115 responden dalam talian menggunakan 'Google Form'. Data analisis bagi mendapatkan aspek-aspek yang berkaitan di Bandar Kluang dan mengenalpasti tahap kepuasan semasa pelancong ke Bandar Kluang. Hasil kajian untuk memberi cadangan penambahbaik kawasan yang boleh menjadi sebuah kawasan tarikan pelancong untuk Bandar Kluang. Diharapkan kajian ini dapat membantu Bandar Kluang dikenali dan memberi kepuasan kepada pelancong yang hadir ke Bandar Kluang, Kluang, Johor.

Kata kunci: Bandar Kluang, aspek-aspek pelancongan, tahap kepuasan pelancong, pelancongan

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TABLE OF CONTENT

CONTENT	PAGE
CONFIRMATION BY PANEL OF EXAMINERS	i
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v –vii
LIST OF TABLES	viii
LIST OF DIAGRAMS	ix
 CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1-2
1.2 Problem Statement	2-3
1.3 Goal and Objectives	3
1.3.1 Goal	
1.3.2 Objectives	
1.4 Research Background	4-5