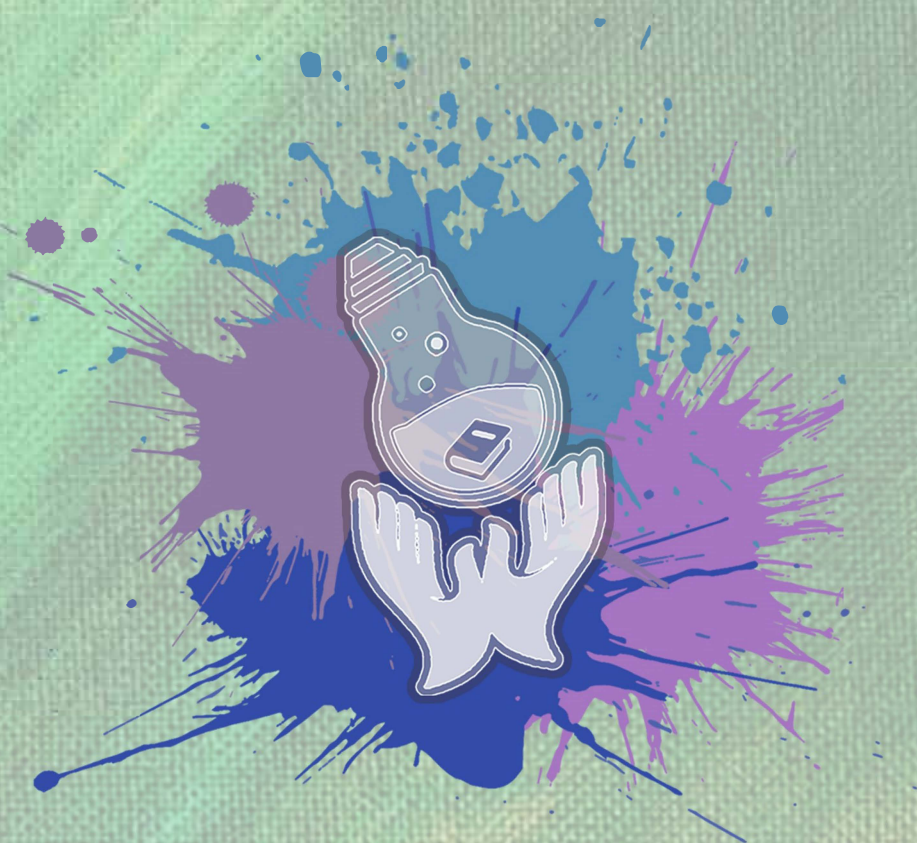




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CUSTOMER'S SATISFACTION TOWARDS QUALITY SERVICE AND FACILITIES IN THEME PARK

Farhana Syuhada Binti Mohd Faidzul¹ and Mohd Salim Bin Jasiman²

^{1,2} Department of Estate Management, Faculty of Architecture, Planning and Surveying,
Universiti Teknologi MARA, Perak Branch, Seri Iskandar Campus, 32610 Seri Iskandar, Perak
Email: farhanasyuhada1996@gmail.com¹

Abstract:

Theme Park is a large public entertainment permanent area. The major problem is climate that be most important factors influencing park attendance. Weather and climate are therefore the key issues to deal with. The proposed research has been selected at Movie Animation Park Studios (MAPS). The objective of the research is to determine the customer's satisfaction towards quality service and facilities provided in Movie Animation Park Studios (MAPS) and to rank the most popular quality service and facilities provided in Movie Animation Park Studios (MAPS). The data collection that able to gather the required respondents by usage of stratified random sampling that has been carried out. The descriptive and cross-sectional studies and quantitative data is by using Statistical Package of Social Science (SPSS) has been selected in performing data analysis. The finding obtained showed a wide choice of customer's satisfaction towards staff attitude and toward service and facilities provided has conclude that all the variable has positive relationship.

Keywords:

Theme park; Satisfaction; Entertainment; Visitor; Service and facilities

1.0 INTRODUCTION

Theme Park is a large public entertainment permanent area. The attraction of the theme park has improved the economy. Contemporary theme park offers services such as accommodation, online booking, night entertainment, activities and transport services other than rides, performances, retail outlets and food and drink services (Romli, Ahmad, Kassim, & Ibrahim, 2015). The park has more than just a sort of attraction, but a travel motivation and a form of travel. However, this can easily lead to the development of new parks that focus more on products than on the market (Lo & Leung, 2015).

The problem statement which is the most important to identify the strategy to make an improvement service quality especially in theme park. Besides, climate is one of the most important factors influencing park attendance. Everyone knows that in the theme park there are many exciting outdoor rides (Lo & Leung, 2015). However, the majority of the problems with the theme park ride fall into the mild category. One analysis shows that the most common problem is to be dizzy or nauseous. This occurred because the organizer of the theme park is not aware of safety and does not improve the quality of service in the theme park. The scope of the study is on a quality service and facilities of theme park and more focused on the customer's satisfaction towards it. So this research was done in MAPS which is at Persiaran Meru Raya, 31200 Ipoh, Perak. In MAPS, there have about 23 interactive attractions, 15 thrilling rides and 6 theme zone. It will be the scope of research on the quality service and facilities by customer's visit.

The objective of the study are to determine the customer's satisfaction towards quality service and facilities provided in Movie Animation Park Studios (MAPS) and to rank the most popular quality service and facilities provided in Movie Animation Park Studios (MAPS). The independent variable such as staff attitude, quality service and facilities provided and individual food and beverage, retail outlet and other. This research is more focusing about the important of improvement for services quality and facilities in theme park to be used for improvement satisfaction among customer that visit to the theme park. The significance of analysis is important to understand and identified clearly about the research objectives. Then, the study is also to be measures the most popular of services and facilities that provided in theme park

2.0 LITERATURE REVIEW

2.1 Definition of Theme Park

Based on the (Raluca & Catrinel, 2008), the main attractions for visitors are managed. For example are attractions for wildlife, museums, art galleries, industrial archeological sites and theme retail sites. The theme park is the venue for entertaining guests of various ages. This means that throughout the year, the park has become a more interesting tourist attraction for all ages (Lo & Leung, 2015). In addition, according to (Norazlita & A., 2012) the theme park is the place where a large group of people, such as people, visit the place with their families to enjoy a lot of fun.

2.2 Facilities in Theme Park

Enjoyable facilities are the key factor for visitors to choose the theme park apart from the theme park entertainment and pleasant surroundings. This is because many people who visit the theme park with their children are the family group. It is therefore a sufficient nursery and child care room where visitors are always welcome.

2.3 Definition of Satisfaction

Based on (Giese & Cote, 2002) satisfaction is an emotional or cognitive response. The response focuses on expectations, products, consumption, experience and others. The response occurs at a certain moment, such as after choosing or based on the accumulated experience. Satisfaction was comprised of three basic components, a response pertaining to a particular focus that determined at the particular time.

2.4 Quality Service in Theme Park

In the theme park, in addition to the environment and facilities, the quality of service is also a key element to satisfy the visitors. Performance in the theme park were key drivers for achieving a high level of satisfaction. When visitors have problems, they always consider that the staff can be easily researched and responsive.

3.0 METHODOLOGY

In this study, quantitative data on ratings of satisfaction and demographic data are collected. The questionnaire has been divided by two parts. The first part is demographic profile such as age, gender, education, income and others. The second part which contain on the independent variable such as staff attitude, quality service and facilities provided and individual food and beverage, retail outlet and others. The questionnaire will be done by using stratified random sampling method. The random sampling stratified the study are able to select any potential respondents. Overall the sample size for this study is about 200 respondents. The Statistical Packages of Social Sciences (SPSS) software has been used to analyses the data.

4.0 ANALYSIS AND FINDINGS

After completion analysed data collection from the questionnaire survey that being given to the respondent who be a customer at Movie Animation Park Studios (MAPS). All the result will be on represent on the chart and table. On Section B, the questionnaire is related to the level of satisfaction based on the respondent's experience towards quality service and facilities in theme park. For this part, the respondents answered by using the linked scale questions. The aim of this research is to study the relationship between the satisfaction and ranking of the quality service and facilities on the theme park in Ipoh. The results from this study is illustrated in Table 1.

Table 1: Results analysis from the questionnaire

No.	Measure	Result	Means	Average Means	Level	Ranking
Customer's satisfaction towards staff attitude						
1	Satisfaction towards staff fun	Satisfied	3.7400	3.7863	High	8
2	Satisfaction towards staff friendly	Satisfied	3.7800			5
3	Satisfaction towards staff passionate	Satisfied	3.8000			3

4	Satisfaction towards staff caring	Satisfied	3.7750			6
5	Satisfaction towards staff trustworthy	Satisfied	3.8050			2
6	Satisfaction towards staff innovative	Satisfied	3.7900			4
7	Satisfaction towards staff patriotic	Satisfied	3.7700			7
8	Satisfaction towards staff professional	Satisfied	3.8300			1
Customer's satisfaction towards quality service and facilities provided						
1	Online booking service	Satisfied	3.6550	3.7138	High	6
2	Night entertainment service	Satisfied	3.6750			4
3	Food and beverage service	Satisfied	3.5100			8
4	Telephone service	Satisfied	3.5950			7
5	Safety and security	Satisfied	3.8400			3
6	Facilities and environment	Satisfied	3.8550			2
7	Park cleanliness	Satisfied	3.9150			1
8	Restaurant service	Satisfied	3.6650			5
Customer's satisfaction towards the individual food and beverage outlet, retails outlet and other facilities						
1	The service met my needs	Satisfied	3.7700	3.5388	Moderate	1
2	I found overall service outstanding	Satisfied	3.7550			2
3	The food has good quality	Satisfied	3.5700			3
4	The price of food has good value of money	Average	3.0600			4

5.0 CONCLUSION

In conclusion, it will discuss on the overall conclusion and recommendation of research which have been carried out. It will cover the objective of the research and weather the objective is achieved. In the other hand, it also the whole of the research will be concluding. There are three recommendations that are suggested by the researcher which are 1) the management of facilities in the specification for the theme park must to ensure that all the element need to provide properly; 2) The management have to do a checklist or schedule to do a maintenance; and 3) the staff must increase the knowledge of the customer towards facilities and building to ensure everybody understand about the element that being provided in the building.

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