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SATISFACTION OF USER BY FACILITY PROVIDED AT REST AND SERVICE AREA IN KELANTAN

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Abstract

One of the important elements in a user's satisfaction level towards facilities provided is the user satisfaction of facilities. Rest area is a public facility, located next to a large thoroughfare such as a motorway, expressway, or highway, at which drivers and passengers can rest, eat, or refuel without exiting onto secondary roads. Other names include, motorway service area, travel plaza, rest stop, service area, rest and service area (RSA). Facilities at the rest and services area may include parks, like areas, fuel stations, public toilets, restaurants and other facilities. Along some highways and roads are services known as wayside parks, roadside parks, or picnic areas. Besides, user's satisfaction is defined as a measurement that determines how efficient users are with a facility provided, services and capabilities. User's satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services. Therefore, the aim of this research is to increase the satisfaction level of the users on facilities provided at the rest and service area in Kelantan. Specifically, there are three rest and service areas that were chosen to do the findings in Kelantan. The objectives of this research are to identify types of facility provided, to determine the level of user satisfaction on facilities and to suggest on the improvement of facilities provided at the rest and services area. An observation was conducted with the aid of a questionnaire which by using Google Forms and 97 questionnaires were distributed among the users of the rest and service area in Kelantan. As a whole, this research provides an understanding and importance of the facilities provided at the rest and service area as well as to increase the satisfaction level of the users on facilities provided at the rest and service area in Kelantan.

Keywords: *User's Satisfaction, Facilities, Hentian Rehat*

1.0 INTRODUCTION

Satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfillment of a need (Hasemark and Albinsson, 2004). Besides, user's satisfaction is actually how the user evaluates the ongoing performance. While facilities are the building, equipment and services that provided for a particular purpose. According to Ramsey (2001) the facilities are provided at the rest and the service area is for public use. Some examples of the facilities are, public telephone, public toilet, recreational park, petrol station and so on. Besides, the facilities provided in rest and services areas are also for vehicle transportation's driver making temporary stops to get a rest. While the rest area is a public facility located next to a large thoroughfare, such as a freeway. In this area, drivers can rest, eat, or refuel without accessing secondary roads. The rest area is also called a service area. Better known as RSA, for Rest and Relaxation (PLUS, 2014).

1.1 Problem Statement

Millions of people need to be confident that suitable public toilets will be available when they leave their homes. People keep questioning either those public toilets designated to meet the user's needs. According to Lisel O'dwyer (2016), people with disabilities face additional problems when using the public toilet. For a start, toilets designated for the disabled are often. Users must first request permission or a key to gain access. In addition, the average toilet cubicle does not provide enough space for people with disabilities or for those who have cares, for a care to assist them. The awareness level of public toilet cleanliness in Malaysia is still at a very low level. In 2013 statistics, only 61 percent of 10,257 public toilets are reported to be in satisfactory condition. Do public toilets need high cost to be maintained? According to Vijenthi Nair and Ashok Krishnan (2014), Kuala Lumpur City Hall has demolished 12 of the Automatic Street Toilets built at a cost of RM400,000 each. Reason given was that they were "uneconomical to manage." So, the more technology involved in the toilet facilities the high cost is needed to maintain the facilities? In addition, poor public responsibility is another issue that can be discussed when talking about public toilets.

The main service that is provided in Rest and Services Area is food and beverage. Peoples have a belief that if he is paying high for a product so its quality and service will also meet their expectations. According to the study, food safety, which is a mediator, can make a weak or strong relationship between quality of food and customer's satisfaction (Ghulam 2017). On the other hand, price, food quality, service quality and ambiance are the most important factors which some restaurants offer and ultimately affects the overall customer

satisfaction and dining experience (Dipesh Karki & Apil Panthi, 2018). Users of rest and services area may evaluate the food court facilities provided in terms of their quality of food and services itself. Besides, according to Chester Chin (2014), RSA also can support local communities by allowing them to market their products in a sustainable market.

As Muslim Country, the most facilities provided in public area is Surau. A place for Muslim people does praying. An Islamic worship center should have easy access so that it is accessible to local people, friendly to all groups especially the disabled (disabled), has reading space for science discourse and preaching, and utilizes efficient equipment in energy saving and design. Saving resources can be one of the guidelines in designing a mosque or a mosque (Department of Town and Country Planning, 2011). These features will create a facility that can have a positive impact on humanity in particular and the general environment. Besides, the use of seating is one of the requirements for Muslims to perform the worship. Through discussions according to Dr. Abdullah Sani (2018), to date no resources are available which describe it formally.

According to Akmal S Manaf and Zulkifli Zainuddin (2015), at a recent stop and rest at rest and services area Restaurant near the Sungai Buloh Bridge north, almost 10 cars were found parking their vehicles in special compartments at different times. This can lead to user dissatisfaction with the facilities provided. Special parking lot facilities such as private cars, buses and heavy vehicles are usually provided rest and services area operators. The consumers are satisfied with the level of compliance of other users and the entrepreneur's steps to avoid incidents of consumer misconduct putting their vehicles at risk. According to Norizuan (2018) a survey conducted by him on the route (PLUS) from Kuala Lumpur to Tanjung Malim, Perak on both sides found that truck drivers parked their vehicles on the shoulder of the road near the entrance to several RSA stops along the route. The most dangerous are riders and motorcyclists who are unaware of the heavy weight of the vehicle especially if it is dark and has no light.

1.2 Aim

This research is aiming to increase the satisfaction level of the users on facilities provided at the rest and service area in Kelantan.

1.3 Research Objectives

- i. To identify types of facility provided at the rest and services area.
- ii. To determine the level of user's satisfactions on facilities provided at the rest and services area.
- iii. To suggest on the improvement of facilities provided at the rest and services area.

1.4 Research Questions

- i. What types of facilities are provided at the rest and services area?
- ii. What is the satisfaction level of the users towards the facility at the rest and services area?
- iii. What is the suggestion on the improvement of facilities provided at the rest and services area?

1.5 Scope of Research

The scope for this research will be focused on facilities that have been provided at the rest and services area in Kelantan. This research will be open to public users at the rest and services area in Kelantan. The respondent of this research will be focus on user that use the rest and services area in three rest and services area which is RSA Kuala Balah in Jeli, RSA Gua Musang in Gua Musang and Eco RSA Lojing in Gua Musang because they almost use the facilities provided at the rest and services area whether inside or outside of the building.

2.0 LITERATURE REVIEW

2.1 Satisfaction of Rest and Service Area

Rest and Service Areas or rest areas better known as the RSAs or in Malay word is R&R are well maintained facilities that provide travelers a stop point during their long-distance trip. Located every 80 to 100 kilometers, these facilities must be well maintained to ensure users are comfortable to enjoy their journey. According to

PLUS (2014) rest and service areas are continuously upgraded and improved upon, with particular focus on the hygiene and cleanliness of toilets and food stalls. However, several types of facilities offer more than just a pit stop for the weary who travelled and according to D. Queensland Govt. (2014) it to ensure user's satisfaction of rest areas and fatigue-related facilities on the user. Results for the second objectives of a survey of heavy vehicle drivers and industry showed that toilets, shade, tables and chairs, and rubbish bins are considered the most desirable features at rest areas. In order to minimize life cycle cost, rest area facilities should be durable, low maintenance, vandal resistant and not portable.

2.2 Quality of Rest and Service Area

The quality of services provided can be evaluated by the perceptions and expectations of customers (Eboli & Mazulla, 2011). (Hayes, 2008) define customers 'as 'soft index' which are subjective in nature and can be used as an indicator of an effectiveness which is focused on customers' perceptions because they are the direct users. In the case of more traditional businesses, the difference between operating and production costs and that of sales (the profit margin) is fairly indicative of a particular agency's managerial effectiveness but the success of service-based industries depends largely on the client itself. In other words, it should be customer oriented and meet the customers' needs and desires. As stated by Schiefelbusch & Dienel (2009), the customer is the ultimate judge of quality services. Customers' perspective is measured using the Customer Satisfaction Survey (CSS), which will assist the authorities in improving the quality of services and increasing the number of people using public transport.

2.3 User's Satisfaction on Facilities Provided

According to Nurulhuda et (2009) found that service performance was significantly associated with the level of customer satisfaction with services in Malaysia. There are two important factors that influence the performance of frontline services - online convenience and consumer education. Meanwhile, factors that influence the performance of the fundamentals include library staff, library materials, library equipment, waiting time for lending services and receiving referrals and user attraction. In addition, improvement efforts towards higher levels of infrastructure and facilities are needed in order to influence the teaching and learning process of students who are the core of any institution's services. Besides that, groups clients with high educational status such as Master / PhD, students and clients not serving the government with high perceptions. Whereas, the customer Graduate degrees, students and clients other than Management and Professional groups (R&D) and support have a higher level of awareness and satisfaction than other groups of customers. There is a significant relationship between the three critical factors of quality management and performance services (Zulnaidi Yaacob and Md. Fauzi Md. Ismail, 2009).

2.4 User's Satisfaction Towards Parking Lot Provided

Historically, parking facilities began in the early 1920s and all of them were located in the city center used by wealthy people to protect their car paint. This means that the parking lot is more of a closed car, like a car ward that also has room or room for their drivers to rest while waiting for their employer. The width of each parking shed is approximately 7 feet. For public car parks, car parks are guarded by car parks where every car parked in the car park will be guided by the parking attendants. (Mohd Noor Awang, 2003). In addition, at peak times, it is difficult for consumers to find empty parking lots. Don't forget that parking lots are also available for the disabled (disabled).

3.0 METHODOLOGY

The collection of primary and secondary data is intended to be used to achieve the objectives of this research. There are two sources of data collection used in order to conduct this research, which are primary data and secondary data. This referred to the data obtained by the observation and questionnaire survey, while the secondary data is obtained by the literature review. Analysis and interpretation are used in the preparation of primary data and secondary data is directly obtained from either published or unpublished sources. It also to ensure the study is conducted in proper way to achieve the research objective and the research methodology is divided into four primary stages which is preliminary study and research proposal, data gathering and processing and conclusion and recommendation.

Quantitative research is adopted for this research. Quantitative research is defined as a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational

techniques. Quantitative research collects information from existing and potential customers using sampling methods and sending out online surveys and distributes questionnaires by using Google Forms. The results of which can be depicted in the form of numerical.

The questionnaire is designed by using closed questions with a suggested statement on a five point Like Scale which intends to ease the process of collecting the data and analysis. The questionnaire consists of four sections which is Section A is General Information, Section B is Types of Facilities Provided, Section C is Satisfaction Level Towards The Facilities Provided and Section D is Improvement To Be Suggested On The Facilities Provided. The questionnaire was made to obtain data that related to the objective of this research. The data was collected based on the objective whichever related to the user's satisfaction level towards facilities provided at the rest and services area in Kelantan. The questionnaire survey is prepared based on the literature review and distributed to the target respondents. To obtain all the data from public people for using rest and services areas, questionnaires were distributed by using Google Forms.

Data collection was the technique of gaining and measuring information towards the objectives of this research to increase the satisfaction level of the users on facilities provided at the rest and service area in Kelantan. For the primary data this research used quantitative methods by using Google Forms. The Google Forms in terms of questionnaire will be distributed by email, WhatsApp, and fax. The data was significantly to guarantee that the result of the research would be valid and accurate accordingly to aim and objectives of the research. The method of sampling used for this study was a simple random sampling technique. The purest and most straightforward probability sampling strategy was simple random sampling (also referred to as random sampling). The simple random sampling was selected by this study, according to Lau et al (2009), a simple random sampling was carried out by selecting a population sample in such a way that each item has the same chance of being selected as a sample. Then the sample was randomly drawn from a sampling frame. The targeted respondents would be the user rest and services area at Kelantan.

4.0 ANALYSIS AND FINDINGS

The analysis is gathered from the methodology that had been done. The purpose of the distributed questionnaire is to achieve the objective of this study. It is to determine satisfaction of the rest and services area in Kelantan. Hence improvements would be suggested which; to solve the problems faced by the user. Survey questionnaires were distributed randomly to the particular user at selected rest and service areas by using Google Forms. The distributed questionnaire collected from early October 2020. In the form of table and chart, the result of the survey was discussed in this chapter specifically. Based on chapter 3, the questionnaire was designed into various distinct sections to achieve the objectives of the study. The questionnaire can be divided into four sections which is Section A is General Information, Section B is Type of Facilities Provided, Section C is Satisfaction Level Towards The Facilities Provided and Section D is Improvement To Be Suggested On The Facilities Provided.

5.0 CONCLUSION

From the data analysis that has been fixed, it is to ascertain the issues in improvement of the facilities provided to increase the level of user's satisfaction on the facilities provided at the rest and services area in Kelantan. Besides, in the first objectives, it can be concluded that the majority of the respondents are satisfied with the types of facilities that are provided by the rest and services area in Kelantan. The reason for this is because the facilities are sufficient. Hence, a new condition for the rest and services area in Kelantan makes most of the users want to stop by. So, majority of the respondents agreed with the new facilities, which makes them prefer to use it more and the second objective of this research is the majority of the respondents were agreed by complacent with the facilities provided by the rest and services area. Lastly, from the study for the third objectives it can be concluded the majority of the respondents agreed with the improvements which were suggested in the questionnaire. Besides that, majority of the respondents strongly agreed with improving toilets, food court and surau compared to security and parking and by these improvements, the user's satisfaction level towards facilities will increase.

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