

**VISITORS' SATISFACTION TOWARD
SARAWAK CULTURAL VILLAGE**

MUHAMMAD KHAIRY ADIB BIN ABU BAKAR

2013499272

**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

JUNE 2015

TABLE OF CONTENTS

CHAPTERS		PAGES
	Title Page	i
	Declaration of Original Work	ii
	Letter of Submission	iii
	Acknowledge	iv
	Table of Contents	
	List of Tables	vii
	List of figures	viii
	Abstract	ix
CHAPTER 1	INTRODUCTION	
1.0	Introduction	1
1.1	Background Of Study	1-2
1.2	Problem Statement	2
1.3	Profile of Company	3
1.4	Research Objectives	4
1.5	Research Questions	4
1.6	Limitations of Study	5
1.7	Definition of Terms	5
CHAPTER 2	LITERATURE REVIEW	
2.1	Visitors' Satisfaction	6
2.2	Service Quality and Visitors' Satisfaction	7
2.3	Theoretical Framework	8
CHAPTER 3	METHODOLOGY	
3.1	Research Design	9
3.2	Research Framework	9

ABSTRACT

Cultural tourism in Malaysia is expected to be rising in the future. Since Sarawak Cultural Village is cultural sites for tourist, the purpose of this study is to investigate the visitors' satisfaction toward Sarawak Cultural Village. This study have used questionnaire as instrument to get the information needed from the visitors. To get the adequate information, 400 respondents that have picked randomly around Sarawak Cultural Village so all the respondents have equal chances to answer the questionnaire. Respondents from this study have different background with different range of age, how many times they have visited this cultural village, and also their occupation. Limit for this study are like cost constraint because of the gas and ticket price, limited time for this study, and resources like secondary data are hard to get from the Sarawak Cultural Village. From this study, there are areas for Sarawak Cultural Village like specific facilities and the staff should be focus on, so they can increase the visitors' satisfaction level.

CHAPTER 1: INTRODUCTION

Sarawak is a popular cultural tourism attraction in Malaysia. The multi-racial and cultural state has the potential to develop cultural tourism and offers cultural experiences to local and foreign visitors. The Sarawak Cultural Village is one of the most visited sites within the state. It provides various facilities and services to enhance the satisfaction of the visitors. The main objective of this study is to measure the visitors' satisfaction towards Sarawak Cultural Village. The satisfaction of the visitors is measured by different attributes listed in the questionnaire which has been developed for this study and gathers the respondents' experience at the place.

1.1 BACKGROUND OF THE STUDY

The proposed research project was triggered during my visit at the Sarawak Cultural Village in Kuching. The latter has been one of the most popular cultural tourism sites in Malaysia. It is a well-known cultural tourism destination in the state of Sarawak. The cultural village attracts both, local and foreign visitors. Undoubtedly, the cultural village represents the various ethnic groups and cultures in Sarawak, Malaysia in general. The Sarawak Cultural Village demonstrates the unique and amazing architecture of Sarawak's ethnic groups and offers cultural performances allowing the visitors to gain an insight into the ethnic cultural varieties of the state's native inhabitants. Various facilities and services are also provided for the purpose of visitor's convenience while visiting Sarawak Cultural Village. The highlights of a trip to the Sarawak Culture Village are the multi-ethnic cultural dances and music performances, which are held at the cultural theatre. This living museum displays the culture and lifestyle of the people of Sarawak.

Since the Sarawak Cultural Village has been well developed, the visitor participation in cultural activities has increased. The existing facilities and services need to be evaluated to maintain the quality of the cultural products which are offered from time to time, so the visitors' satisfaction can be achieved. Therefore this study has been conducted to measure the visitors' satisfaction towards the Sarawak Cultural Village, as, concerning the tourism

CHAPTER 2: LITERATURE REVIEW

2.1 Why visitors' satisfaction

The visitors' satisfaction is a very important term nowadays. It was chosen as main research topic of this study as, among all influences that have an impact on the visitors' willingness to revisit a destination, it represents the strongest indicator. As a consequence the economics are also directly influenced by the visitors' satisfaction. This is supported by Kozak (2001), who states that the level of satisfaction is the most important indicator affecting the visitor to visit a destination. Subsequently the satisfaction of the visitor will influence the decision on whether to revisit or not which is supported by Tanja et al. (2008). In his study, the author notes that satisfaction leads to the intention to return, willingness to pay more and suggesting the destination to others.

Therefore this study's purpose is to measure the visitors' satisfaction concerning different facets of the Sarawak Culture Village which may contribute towards satisfaction and dissatisfaction. This is backed by Rust et al. (1993) who explains that the relative significance of each attribute to the overall impression of the visitor should be investigated as dissatisfaction and satisfaction can be the overcoming of evaluating various positive and negative experiences. Such concept has also been discussed by Meng et al. (2008) and Andriotis et al. (2010) who claim that the rationale for analysing the level of satisfaction towards the facilities and services of a destination in tourism-based consumer behaviour studies lies on the fact that satisfaction is likely to affect the aim of returning thus, increasing satisfaction will result in rising revisits in the absence of counter moves by competitors.