

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF WIFI SERVICE,
INTERNATIONAL TOURIST'S
SATISFACTION AND DISSEMINATION OF
EXPERIENCE**

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ABSTRACT

With the rapid growth of the technology such Wireless Fidelity (Wi-Fi), tourist heavily depends on it during travelling and enhancing job performance. The present study investigated the subject of service quality, Technology Acceptance Model and its relationship towards tourist's satisfaction in the context of technology. In the service quality perspective, the SERVQUAL dimension plays a significance role in understanding the level of quality in the technology context and identifying tourist's satisfaction. A review of past literature on service quality indicates it clearly important to measure the satisfaction among tourist since quality of the technology especially in wireless technology is rarely study in the concept of hospitality .Surveys was distributed to tourist by using online distribution (Qualtrics) as well as paper-based and 397 respondents were successfully obtained. Factor analysis was employed to determine the relevant functional quality dimension, perceived ease of use and usefulness as well as to establish the applicability of the outcome quality construct in field service. PROCESS by Hayes was utilized to evaluate the mediating effect on Wi-Fi service attributes towards tourist satisfaction and dissemination of experience. The results indicate there was no significant relationship existed between service quality and tourist's satisfaction. Further, there were significant relationship between perceived ease of use and usefulness towards tourist's satisfaction. Implications of these results suggest that the key underlying attributes need to be investigated in order to better understand the tourist satisfaction on the service quality assessments. Hence, the practitioner or other related authorities should consider upgrading and maintaining the services in the context of Wi-Fi services.

Key Words: *Tourist's satisfaction, Service quality, Technology Acceptance Model, Wi- Fi*

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CHAPTER ONE

INTRODUCTION

1.1 RESEARCH BACKGROUND

In today's world, technology has dramatically changed the way how people live their lives, conduct business and travelling. In the context of tourism, the role of technology in any tourist destination, attractions or hotspot through wireless fidelity (Wi-Fi) without doubt continues its long standing expansion and becoming increasingly important. Ahmed (1991) contends that due the important to be connected and sharing the information, the use of technology through the wireless network is close to any tourist's heart. As Wi-Fi is very useful and becoming intermediate connection between tourists and outside world the availability of this technology devices are apparent in many tourism spots. For example, tourists rely on Wi-Fi to search travel information, to connect with friends also upgrade status in social media such as Facebook, Instagram and Twitter.

The Big Apple or New York as one of the popular city in the world is providing a free Wi-Fi services at most of it popular tourism attraction such as gardens, parks, square and the ferry terminal in order tourist feel easy and comfort (New York times, 2015). In London for instance, 31 percent of international tourist regard access to Wi-Fi in popular tourist spots is second most desired comfort while on holiday. Technology country such as Japan has started to provide the free Wi-Fi service via card specifically for foreigner and it can be access throughout various attractions in Tokyo. This scenario showed how important this technology to people especially tourists' to be able to have an enjoyable and comfortable trip by using Wi-Fi services.

Similarly to Kuala Lumpur as a hub for tourist, the variety of products and services including Wi-Fi are providing not only at shopping complexes, transportation complexes but also at popular tourist locations. Prior studies have indicated that modern customers especially travelers demand more high quality of service, product, information and value for their money (Christian, 2001). To cope with these challenges, organizations need to consider the technology as an important factor.