TOURISM SERVICE QUALITY AND DESTINATION LOYALTY TOWARDS THE PRODUCTS OF NEGERI SEMBILAN

MUHAMAD AQRAN BIN AZLAN

2014942973

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

JOHOR

DECEMBER 2016

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for His immense blessing through the completion of this research paper, for granting me all the support and help that I needed and for providing me the opportunity for me to complete this research paper.

I owed my profound appreciation to my advisor, Madam Zanariah binti Abdul Rahman, who took a keen interest on my research paper and her endless guidance and encouragement from the very beginning till the completion of this research paper. Her advice and support were very helpful for me in order to complete this research paper. I was extremely grateful for having her as my advisor though she had a busy schedule managing her work and personal life.

I would also like to heartily thank all the Negeri Sembilan Tourism Board's staff for their enormous support and guidance. Credit and appreciation also granted for their willingness to fill in my questionnaires and for their willingness to help me with data collection despite of their work load.

Above all, my outmost appreciation and extend gratitude goes to my family and friends for the unwavering moral and emotional support. Thank you for all who have directly or indirectly involved during the completion of this research paper. Without them, this research paper would have been a distant reality.

ABSTRACT

Tourism in strategy marketing is very important in order to enhance and boost the sales of each the products of Negeri Sembilan. So, researcher wants to study what factor can effect on Tourism services and quality towards destination loyalty. It is important on what factors are that make the makes people or visitor to always come and visit Negeri Sembilan and what increases their loyalty.

The purpose of this research is to examine the relationship between tourism service quality and destination loyalty. The paper also investigates the tourism service quality dimensions from tourist viewpoints.

A close-ended questionnaire survey is conducted with a sample size of 50 respondents. SPSS (Statistical Packages for Social Science) version 21 was used to find the data reliability, frequencies of data, correlation test, factor analysis, and regression test in order to test the entire hypothesis involved and also to answer all the objectives that present. As for the reliability test for Assurance, it has the highest value which is 0.773. Assurance shows the highest correlation between independent variable and dependent variable and other variable shows 0.691 for Responsiveness, 0.708 for Reliability 0.689 for Tangible. The highest correlation value is 0.773 with the variable of Assurance. It shows that respondents are prefer on Assurance factor.

Keywords – Service quality, service quality dimensions, Tourism destination loyalty

LIST OF FIGURE

Figure 1.1 : Logo of the Negeri Sembilan Tourism Board
Figure 2.1 : Theoretical Framework
Figure 4.1 : Gender
Figure 4.2 : Age Groups
Figure 4.3 : Income
Figure 4.4 : Occupation
Figure 4.5 : Purpose of Visit to Negeri Sembilan

LIST OF TABLE

Table 3.1 : Likert Scale
Table 3.2 : Rule of Thumb
Table 3.3 : Relationship between Variable in Correlation Analysis
Table 4.1 : Gender
Table 4.2 : Age Groups
Table 4.3 : Income
Table 4.4 : Occupation
Table 4.5 : Purpose of Visit to Negeri Sembilan
Table 4.6 : KMO and Bartlett's Test
Table 4.7 : Cronbach's Alpha for Destination Loyalty
Table 4.8 : Cronbach's Alpha for Assurance
Table 4.9 : Cronbach's Alpha for Responsiveness
Table 4.1.1 : Cronbach's Alpha for Reliability
Table 4.1.2 : Cronbach's Alpha for Tangible
Table 4.1.3 : Correlation Analysis of Tourism Service Quality and Destination Loyalty towards the Products of Negeri Sembilan
Table 4.1.4 : Hypothesis for Null Hypothesis (H0) / Alternate Hypothesis (H1)
Table 4.1.5 : Regression Model Summary

CHAPTER 1: INTRODUCTION

1.1 Background of Study

Tourism will be a social, more to fiscal ponder that vigorously impacts contemporary popular culture. (Crick, 1996). These days, tourism industry can be considered as business conduct since it may impact the advancement of a neighborhood monetary. In this way, spots are going up against each other to advance themselves as merchandise. The mystery for an effective goal is to choose the correct target showcase and to give a reasonable mix of nearby tourism items and administrations (Buhalis, 2000).

Tourism destination is a general concept, destinations can be branded like products or people. In this case, the power of branding is in making people aware of the location and linking desirable associations (Damnjanović, Kravic and Abdul Razek, n.d.). Destinations are a big entity with sets of material and non-material items (Florek, 2005). Every destination is special because its resources create a unique 'identification'.

Quality of the services provided brings the large impact towards the customer satisfaction. Regarding to Parasuraman, service quality refers to the different of customer expectations towards what an organization should provide and perceived service performance. Tourism service quality has been at the heart of tourism marketing with a major emphasizes on different tourism scope. Service Quality is an instrument for accessing customer's perceptive of service quality in a firm. Parasuraman (1985) has suggested that there are number of basic dimensions of service quality that can be generalized across markets. There are assurance, responsiveness, reliability, tangible and empathy. While, Oberoi and Hales (1990) has mentioned Service Quality approach relates to the proposition that service quality is a measure of how well the service level delivered matches customer expectations with service performance brought by personnel and the management, and performance assessment made by the customers in their expectations.