



**FACTORS AFFECTING CUSTOMERS' SATISFACTION
AT WATERWORLD @ I-CITY**

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ABSTRACT

Customers' satisfaction is an important topic to be studied either by researcher or organizations. Some organizations have several factors affecting their customers' satisfaction. This study aims to explore the factors that affecting customers' satisfaction at WaterWorld @ i-City. The researcher chose to use three independent variables that may affect customers' satisfaction which are interaction with staff, physical environment, and waterpark image.

Questionnaires were distributed to 155 customers that visited WaterWorld @ i-City as the appropriate sample size is between 30 to 500. The researcher chose convenience sampling techniques for this study. All the quantitative data obtained from this study were analysed by the Statistical Package Sciences Software (SPSS) version 20. The results from this study including the conclusions and recommendations will help future researchers to explore the factors that will affect customers' satisfaction in more detailed and accuracy.

The results show that customers' satisfaction has significant relationship with physical environment. The other two factors which are interaction with staff and waterpark image do not have significant relationship with customers' satisfaction.

Keywords: Interaction with staff, physical environment, waterpark image, customers' satisfaction.

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