UNIVERSITI TEKNOLOGI MARA

MEASUREMENT OF VISITOR SATISFACTION USING WILSERV AND IMPORTANCE-PERFORMANCE ANALYSIS: CASE OF WILDLIFE REHABILITATION CENTERS, SABAH

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ABSTRACT

There is an increasing worldwide demand in the field of interaction with wildlife tourism. Studies pertaining to the service quality within the sphere of interaction with wildlife tourism are plentiful. However, studies on service quality and attributes in wildlife attractions, especially on semi-captured wildlife tourism are still limited. The Sepilok Orangutan Rehabilitation Centre (SORC) and Bornean Sun Bear Conservation Centre (BSBCC) in Sandakan, Sabah, Malaysia is one good example of a semi-captured wildlife attraction and renowned attractions in Sabah. This study aims to identify visitors' demographic and trip characteristic profiles at SORC and BSBCC, to determine the visitor satisfaction level via the use of WILSERV and IPA and to compare between local and foreign visitors' satisfaction level. Source of information were obtained via primary and secondary data and method of data collection was quantitative analysis. Type of instrument that were used in the data collections was via questionnaire. The result were analyze using WILSERV and IPA analysis which include Cronbach's alpha to test the reliability and 5-point Likert scale approach with closed-ended questionnaire to scaling responses in survey research. This study presents IPA analysis and gap analysis by measuring the importance and performance of service quality at SORC and BSBCC through the use of Important Performance Analysis and a modified SERVQUAL, referred to as WILSERV. A survey questionnaire was devised and administered to 190 visitors who visited SORC and 180 visitors who visited BSBCC. The study revealed that all the means of the six dimensions for perceived performance were lower than the importance. The highest negative gap for SORC were from the dimension of tangibility and reliability (-0.22), followed by wild-tangible (-0.14), empathy (-0.11) and responsiveness (-0.02). The only positive gap score is from assurance (+0.01). Similarly, the highest negative gap for BSBCC was from the dimension of wild-tangible (-0.10), followed by reliability and empathy (-0.02), tangibility (-0.01) and the positive gap score was from responsiveness and assurance (+0.05). The study also showed that all six dimensions for perceived performance means were lower than the importance for both local and foreign visitors. The IPA result for SORC showed that there were five attributes identified in the concentrate here quadrants which were "The center should offer an interesting visual materials/presentation", "The center able to accommodate visitors with disabilities", "Staff should be knowledgeable enough to respond to visitors' questions, "Viewing platform should be uncrowded" and Staff should provide its services at a time it promises to do so". As for BSBCC, there was only one attributes identified in the concentrate here quadrant which was "The facilities able to assist in the care and protection of the wild animal".

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