

Ranking Five Tour Package in Langkawi Island Using Fuzzy AHP

Ku Auni Dalili Ku Zahrin¹, Huda Zuhrah Ab Halim²

¹*kuaunidalili@gmail.com*

²*hudazuhrah@uitm.edu.my*

ABSTRACT

Covid-19 has become endemic on 1st April 2022 so the Malaysia's economy has started to build up, and one of them is tourism. Tourism is one of the key factors for a successful industry. Tourists count on tour operators to turn their dream vacations into realities. Booking a tour is the easiest way for a traveler to experience a foreign land and at the same time they could enjoy the best spots. The main objective of this study is to rank 5 tour packages available in Langkawi Island by using fuzzy AHP. The specific objective is to identify and rank criteria of a tour packages which were listed by the previous literature. The findings found that transportation is the most important criteria in selecting a tour package in Langkawi. The transportation criteria is rank first with 48.1% followed by cost 26.66%, food service 10.98%, accommodation 8.46% and tour guide 5.79%. From the five tour packages identified, the "Langkawi Mangrove Tour" is rank first with a percentage of total multiplication of 74.44%, followed by "The Datai Langkawi" with a percentage of 27.09%, "Sendi Pertiwi Travel and Tour SDN BHD" with a percentage of 22.03%, and "Honeyzone Travel and Tours SDN BHD" with a percentage of 17.69% and lastly "Langkawi Budget Holiday SDN BHD" with a percentage of 16.8%.

Keywords: Tourism, Langkawi Island, Fuzzy AHP method