

International Tourist Satisfaction towards Tourism Activities and Facilities: A Case Study in Mamutik Island, Kota Kinabalu, Sabah, East Malaysia

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ABSTRACT

The main objective of this study is to identify international tourist satisfaction towards tourism activities and tourist facilities in Mamutik Island, Kota Kinabalu, Sabah. Mamutik Island is located in the Tunku Abdul Rahman Marine Park and it can be reached in 20 minutes by boat from Jesselton Point, Kota Kinabalu City. The main tourist activities of Mamutik Island are scuba diving, snorkelling, swimming and marine lives observing. There are various tourist services and facilities provided by the Island management such as jetty, toilet, picnic and barbeque area, sun bathing kits and stalls. However, study on international tourist satisfaction towards these activities and facilities on this island were limited. Therefore, a survey method through questionnaire was applied in this study. There were two sets of questionnaires used for data collection in English and Mandarin languages. A total number of 150 international tourists were surveyed in this study. The findings indicate that majority of the international tourists are satisfied with the tourist activities and facilities of the island. However, there are certain aspects that should be considered by the management in order to increase the level of international tourist satisfaction such as to increase number of toilet and facilities, interesting tourist activities and provide scuba diving equipment at reasonable prices. Thus, this study is significant to indicate how the distinctiveness of tourist activities and quality of facilities can ensure international tourist loyalty to revisit tourist destinations in Sabah.

Keywords: Tourist satisfaction, International tourist, Tourist activities and facilities, Mamutik Island.

INTRODUCTION

Tourism can be regarded as a main economic sector in the world (Al-Ababneh, 2013) providing multiple benefits including social and environmental benefits (Hussin & Kunjuraman, 2014). United Nations World Tourism Organization (UNWTO) estimates that international tourist arrivals will reach 1.8 billion by 2030 (UNWTO, 2011). This is why every country including developing countries including Malaysia pay attention on the development of tourism in order to increase the arrivals of international tourist into the country. Tourism industry in Malaysia can be categorised as at a decent level where the arrivals of tourists to the country are increasing every year. This can be proved by the number of tourist arrivals in the country which has increased by 25.03 million, registering a total expenditure of MYR60.6 billion in 2012 differing from the previous year which only recorded a turnover of 24.71 million tourist arrivals and total expenditure of MYR58.3 billion (Tourism Malaysia, 2014). In order to achieve the UNWTO's vision, tourist satisfaction issues in tourism industry must be taken into serious consideration where the number of empirical studies on tourist satisfaction in tourism industry is very limited (Al-Ababneh, 2013; Hussin & Kunjuraman, 2014) and less empirically documented (Salleh, Othman, Jaafar, & Ramli, 2011).

Whilst, tourism industry in Malaysia has significant impact to the Malaysia's economy (Salleh, Omar, Yaakop, & Mahmmod, 2013), the island tourism has a great potential to be developed and could be considered as an additional source of income to the country. Island tourism especially in Sabah is very attractive and surroundings by peaceful environment found many islands and resorts (Yeoh & Chan, 2000). Moreover, Yeoh and Chan (2000) stated that visitors from Singapore and Scandinavian countries are attracted by the beautiful scenery of island destinations such as sandy beaches and breathe taking clear blue sea. Such beautiful natural resources having in the island destinations, this product could lead the tourists' interests to visit such destinations and makes them to revisit in future (Kozak & Remington, 2000; Salleh, et al. 2011; Witt & Martin, 1987).

This paper provides empirical findings on international tourist satisfaction towards tourism activities and facilities provided by the management of Mamutik Island. Mamutik Island was chosen as a case study in this research and international tourist satisfaction issue is the main focus of this study. Additionally, this paper will conclude by providing some recommendations to the stakeholders in Mamutik Island tourism destination for management improvement. Service quality in the Mamutik Island should be sought in order to identify barriers of tourist satisfaction with the service provided by the management. Empirical study on the service quality in island tourism in Malaysia is very limited and Mamutik Island should be given attention. Therefore, this paper aims to bridge the gap by identifying the international tourist satisfaction towards tourism activities and facilities in Mamutik Island. This study is significant because the tourism industry in Mamutik Island is growing and has the potential to increase the state economy as well as the country economy. Also, this study is significant to indicate how the distinctiveness of tourist activities and quality of facilities can ensure international tourist loyalty to revisit tourist destinations in Sabah. Finally, the implication of this study can be assisted the various stakeholders involved to develop and introducing an appropriate island tourism promotion strategy in Sabah, East Malaysia.

LITERATURE REVIEW

Tourist satisfaction in the tourism industry is an important element that should be examined in order to ensure the economy is sustained. According to Sapari, Shuib, and Ramachandran (2013), satisfaction is an important issue in tourism business because it can determine the success and failures of the business organization. In terms of hotel management setting, Mazumder and Hasan (2014, p. 109) suggested that “customer satisfaction can be a driving force for organizations, which are gearing up to survive in the competitive market”. Bigne, Sanchez and Sanchez (2001) defined satisfaction as a reaction and the outcome of the choice made based on an individual’s emotion and inner-being. On top of that, the reactions

also refer to the focal point that is usually represented by an object that satisfies the users in a particular destination. These reactions also relate to specific moments considered special which are the pre-buying, post-buying and the after effects of using a product or service. Meanwhile, in tourism industry many tourism researchers come up with their own definitions which they refer to their geographical setting. Abdullah, Nordin, Jaafar, Razak, and Marzuki, (2013) adopted Bake and Crompton definition of satisfaction and identified two important elements of satisfaction such as 'what is the expectation' and 'experience of the tourist in the destination'.

Moreover, Hussin and Kunjuraman (2014) defined satisfaction as the good feeling when the tourists' demands were fulfilled in the destination.

In the tourism studies, research regarding tourist satisfaction is widely undertaken by the tourism researchers all around the world as they believe satisfaction issue is something unique and should be sought after. Researchers in the field of tourism try to identify and explain the factors that affect the choice of destination as well as the satisfaction of tourist after the trips. Researches regarding tourist satisfaction are intensively conducted by the Malaysian tourism researchers (Abdullah et al., 2013; Hussin & Kunjuraman, 2014; Jussem, Chan, Chung, & Kibat, 2013; Rosniza et al., 2012; Sapari et al., 2013; Salleh et al., 2011) as well as outside of Malaysia (Al-Ababneh, 2013; John & Damiannah, 2003; Kozak, 2000; Lin, 2014; Weiermair, 2000; Tidtichumrernporn, Janasak, Mujtaba, Khunsongkiet, Duangjai, Bhawanantechanon, & Vongkham, 2010).

In Malaysia, for example, a research conducted by Salleh et al. (2011) analyses tourist satisfaction and loyalty towards Kapas Island Marine Park tourist destination. The satisfaction among the tourists was measured using means that is comparing between the expected mean and actual/perception mean of tourist satisfaction. Their research shows that all tourists are satisfied with all service qualities provided as indicated by the value of perception mean of 3.72-4.87 which is higher than the average perception value of 2.5. Meanwhile, the loyalties of the tourist were recorded higher as 78 and 85 per cent of the tourists are willing to revisit and encourage other people to visit the study area. Other studies regarding the

island tourism in Malaysia were also carried out by Abdullah et al. (2013) and Rosniza et al. (2012) who focused on tourism activities in Langkawi Island. Rosniza et al. (2012) studied on tourist perceptions of tourism services in Langkawi Geopark which aims to analyse the perceptions and satisfaction level of tourists with regard to the access services provided by the local and indigenous travel agencies. The findings showed that the price offered by travel agencies made the tourists displeasure. To overcome this problem, the researchers suggested that the price adjustment is among the necessary measure to ensure that tourists are satisfied in using those services. In the same vein, Abdullah et al. (2013) conducted research regarding the service facilities in Langkawi Island and the main objective was to assess the level of satisfaction among the tourists towards the of provision of facilities at three passenger jetty terminals at Kuala Perlis, Kuala Kedah and Penang Island. The result of the study showed that the level of overall satisfaction among the tourists towards providing facilities at jetty terminals to Langkawi Island stands at being less than satisfactory. Also, the results indicate that the level of tourist satisfaction on these provided facilities at the jetty terminals do not influence the tourists making repeat visits to Langkawi Island. From the review above, it could be said that services provided by the management of those islands influence the tourist satisfaction.

In Sabah and Sarawak for example studies on tourist satisfaction were also carried out by the researchers namely Hussin and Kunjuraman (2014), and Jussem et al. (2013). In Sabah, Hussin and Kunjuraman (2014) studied domestic tourist satisfaction with the quality of the homestay services in Mesilou Village, Kundasang, Sabah and the results indicate that all the domestic tourists were satisfied with the services, facilities, and safety of the homestay programme as indicated by the satisfaction mean value of 4.193-4.4157. On the other hand, Jussem et al. (2013) undertook a research regarding relationship with the service quality and tourist satisfaction in Greater Satang Island in Sarawak. The study investigates service quality provided at a Greater Satang Island and tourist satisfaction using SERVQUAL model. The results revealed that majority of the respondents were satisfied with the five

dimensions identified. Lastly, the study provided some suggestions for the management of the island for further improvements.

In addition, researches on tourist satisfaction were also carried out by the researchers namely Kozak (2000), John and Damiannah, (2003), Tidichumrernporn et al. 2010, and Lin (2014) who were from outside of Malaysia. Firstly, John and Damiannah (2003) studied the level of tourist satisfaction on the Kenya National Park, which is the county's main tourist attraction. Interviews were carried out with a total of 200 tourists who visited the park in order to explore the level of tourist satisfaction towards the national park quality. The findings revealed that 70 per cent of the tourists interviewed are satisfied with the national park quality. Second, Kozak (2000) interviewed 1876 of British and German tourists visiting Mallorca and Turkey during the summer 1998. The results showed that the tourists who came from different countries have different satisfaction levels where the British tourists are more satisfied with the attributes performed as compared to the German tourists in both destinations. Third, Tidichumrernporn et al. (2010) study in Thailand indicated that international tourists have a higher level of satisfaction than domestic tourists especially in cultural products. Lastly, Lin (2014) reported that the Chinese tourists who visited Taiwan were most satisfied with transportation, including driver quality, safety and comfortable service.

Based on the previous literature, lack of studies on international tourists satisfaction with regards to tourism activities and facilities in the island destinations in Malaysia with exception of studies (Abdullah et al., 2013; Hussin & Kunjuraman, 2014; Rosniza et al., 2012; Salleh, et al. 2011; Sapari, et al., 2013). In Sabah, therefore, more studies should be done which focuses on tourism activities and facilities in island destinations in order to identify the level of tourist satisfaction with those related issues.

RESEARCH METHODS

This study was conducted in Mamutik Island located at Kota Kinabalu, the capital city of Sabah. Mamutik Island is one of the islands categorised under the Tunku Abdul Rahman Marine Park, a state famous tourist destination. Mamutik Island is located near the city of Kota Kinabalu, Sabah and international tourists can access easily. Beside Mamutik Island under the Tunku Abdul Rahman Marine Park management, there are other nature islands such as Gaya Island, Sapi Island, Manukan Island and Suluk Island. The tourist can easily access this island within 20 minutes by riding boat which is provided by the management of island tourism located at Jesseltown Point, Kota Kinabalu, and Sabah. Mamutik Island is being focused by the tourists regardless of different countries because of the natural resources are highly rich which attracts many tourists to visit (Island of Malaysian, 2012). There are few tourism activities which are famous and become the main attraction to the tourist such as snorkelling, scuba diving, swimming, beach volleyball and jet-ski. Other than that, Mamutik Island is also rich with natural corals as one of the tourist attractions in the island. Aquatic lives in the island are also preserved and tourists do not forget to watch species like Scorpion Fish, Blue-Spotted Ray, Cuttle Fish, Mantis Shrimps, and Hawksbill Turtle to name a few (Sabah Tourism Board, 2013). Mamutik Island is also occupied with facilities and services such as jetty, rooms, toilets, picnic areas, chatting tables and chairs, barbeque area, electricity and water supply. Those facilities can determine the higher level of tourist satisfaction and they feel pleasure in the island during their stay.

The questionnaire method was employed in this survey to explore the level of satisfaction of the tourist visiting to the island. This study is only focusing on international tourists who visit Mamutik Island during the day of the survey. The questionnaires were made up in three languages such as Malay, English and Mandarin languages. The questionnaires consist of three parts, and they are:

- (1) respondents' background;
- (2) international tourist satisfaction towards tourism activities provided in Mamutik Island; and
- (3) international tourist satisfaction towards the facilities in Mamutik Island. Using 5-point Likert-type scales, the items of the

questionnaire was developed based on employed validated scales from the existing literature. Elmore and Beggs (1975) suggested that a five-point scale is as good as any, and that an increase from five to seven or nine points on rating scale does not improve the reliability of the ratings. Moreover, 5-point Likert-type scale is quite popular in previous literature (Al-Ababneh, 2013; Hussin & Kunjuraman, 2014; Jussem et al., 2013; Tidtichumrernporn et al., 2010). Based on the management, tourists attendance record at the Mamutik Island approximately there are 250 numbers of tourists have visited the island per month. In the context of this study, convenience sampling technique was used because it is the most appropriate method for obtaining the exact of the sample ordinance population (Salleh et al., 2013) and suitable for this study for gain data.

Thus, a total number of 200 questionnaires were distributed to tourists at Mamutik Island and the study yielded 150 usable questionnaires which were processed and analysed by using the statistical software package of SPSS version 18. A total number of 150 international tourists were surveyed using a direct administered approach in this study. Field observation is also performed by the researchers throughout the fieldwork at the site in order to gain better understanding regarding the tourist behaviour. Data analysis adopted descriptive analysis such as percentage, mean, and frequency to analyses the raw data.

FINDINGS AND DISCUSSION

Demographic and Travelling Profile of the Respondents

A total number of international tourists participated in this study was 150 as shown in Table 1. Most tourists (64%) were females. As for the age group classification, majority of tourists (28%) age between 45-54 years. In terms of nationality, most of the tourists (44%) came from China. It proved that, the majority of tourists (54.70%) have good education attainment which is college/university level. Regarding the mode of travel to the island, about 72% travelled with family members followed by 13.3% who are husband and wife. Lastly, about 45.3% of tourist visited

Mamutik Island with the motive of vacation and followed by natural attraction of the island constituting 29.3%.

Table 1: Characteristics of Respondents (N=150)

	%		%		%
Gender		Marital status		Age group	
Male	36	Single	14.7	15-24 years	17.3
Female	64	Married	77.3	25-34 years	22.7
		Widowed	8	35-44 years	22
				45-54 years	28
				55 and above	10
Nationality		Education attainment		Mode of travel	
China	44	No school	7	Husband and wife	13.3
Korea	38.7	Primary school	5.30	Family members	72.0
Britain	7.3	Secondary school	20.70	Friends and	12
USA	6.7	College/university	54.70	Colleagues	2.7
Others (Philippines, Australia, Germany, Sweden & Russia)	3.3	Other (skill institute)	18.70	Siblings	
Motive of travel to Mamutik Island		Revisit intention		Recommendation	
Vacation	45.3	Yes	96.7	Yes	89.3
Natural attraction	29.3	No	3.3	No	10.7
Recreational activities with family members	15.3				
Honey moon	6				
Self relaxation	4				

Source: Fieldwork (2013)

International tourists' satisfaction towards tourism activities provided in Mamutik Island Table 2 shows the findings of international tourist satisfaction towards tourism activities provided by the management of Mamutik Island. There are five popular tourism activities currently in practise such as snorkelling, scuba diving, swimming, beach volleyball and jet-ski. The results show that international tourists were satisfied with several tourism activities such as snorkelling and swimming as indicated by the mean value ranges between 3.41- 4.20. In terms of the order it can be categorised that snorkelling (3.894) is the most satisfied tourism activities in Mamutik Island followed by swimming (3.728). Meanwhile, tourism activities such as volleyball and jet-ski are those activities recorded as 'neutral' by the respondents. This is because those activities are not very interesting and enjoyable by the

tourists who visited there. Moreover, the study observed that most of the tourists spent their time in snorkelling and swimming activities rather than scuba diving, jet-skiing and playing beach volleyball.

Table 2: Overall Results on International Tourists' Satisfaction towards Tourism Activities

Types of Tourism Activities	No	Country	N	Level of Satisfaction	Mean	Overall
Snorkelling	1	China	66	Satisfied	3.88	44.0%
	2	US	10	Satisfied	4.00	6.7%
	3	Korea	58	Satisfied	3.79	38.7%
	4	British	11	Satisfied	4.00	7.3%
	5	Others (Philippines, Australia, Germany, Sweden & Russia)	5	Satisfied	3.80	3.3%
Scuba diving	1	China	66	Neutral	3.12	44.0%
	2	US	10	Neutral	3.20	6.7%
	3	Korea	58	Neutral	3.24	38.7%
	4	British	11	Neutral	3.18	7.3%
	5	Others (Philippines, Australia, Germany, Sweden & Russia)	5	Neutral	3.20	3.3%
Swimming	1	China	66	Satisfied	3.73	44.0%
	2	US	10	Satisfied	4.00	6.7%
	3	Korea	58	Satisfied	3.76	38.7%
	4	British	11	Satisfied	3.55	7.3%
	5	Others (Philippines, Australia, Germany, Sweden & Russia)	5	Satisfied	3.60	3.3%
Beach Volleyball	1	China	66	Neutral	3.00	44.0%
	2	US	10	Neutral	3.00	6.7%
	3	Korea	58	Neutral	3.00	38.7%
	4	British	11	Neutral	3.00	7.3%
	5	Others (Philippines, Australia, Germany, Sweden & Russia)	5	Neutral	3.00	3.3%
Jet-Ski	1	China	66	Neutral	3.00	44.0%
	2	US	10	Neutral	3.00	6.7%
	3	Korea	58	Neutral	3.00	38.7%
	4	British	11	Neutral	3.00	7.3%
	5	Others (Philippines, Australia, Germany, Sweden & Russia)	5	Neutral	3.00	3.3%

Source: Fieldwork (2013)

International Tourist Satisfaction towards Facilities Provided in Mamutik Island

Table 3 indicates the types of facilities provided by the Mamutik Island management with the hope that international tourists will be satisfied with those facilities. Tourism facilities are significant of tourist satisfaction (Al-Ababneh, 2013) as they feel comfortable and enjoy their vacation in specific tourism destination. Island tourism highly relies on facilities like jetty where tourists can reach easily and safely to their destinations. Hence, majority of the respondents were satisfied with the jetty facility at the island which recorded mean value ranges between 3.41-3.60. This is a good sign where the jetty facility is one of the elements that could serve to tourist satisfaction. The finding also shows international tourists who came from US, British, Philippines, Russia, Australia, Sweden and Germany were satisfied with the information centre facility at the island which recorded mean value of ranges between 3.62- 4.00. In terms of staff hospitality and tourist invigilator, respondents from China, US, and British were satisfied with the service provided by the management of island. International tourists from US and British were also satisfied with the tourism activity equipment which was provided by the management of island and the recorded mean value was 4.10 (US) and 4.09 (British). Lastly, almost the majority of the international tourists have less satisfaction on toilet facilities at the island. For example, respondents were not satisfied with the toilet facilities as indicated by the mean values namely China (2.08), US (1.80), and British (1.91) because the toilets are not clean, bad smelly, less managed and the small number of toilets among the reasons of dissatisfaction.

The overall findings revealed that majority of the respondents were satisfied with the tourism activities provided by the management of the island and this should be systematically handle in order to attract more tourist to the island. Even though the study results also indicate that tourism activities such as scuba diving, beach volleyball and jet-ski were not in the favour of international tourists because of certain reasons namely health consciousness, expensive price, not entertaining and also risks implementation. In terms of the island facilities, international tourists were satisfied with the

facilities provided by the management except on toilets facilities. Majority of the respondents have less satisfaction and feel displeasure on toilets facilities in the island and this refine other previous study such as Salleh et al. (2011) and, Hussin and Kunjuraman (2014). Thus, toilet issue is an important issue that should be taken into consideration by the management. International tourists were also satisfied with the jetty facility at the island and this finding is not in line with the previous study by Abdullah et al. (2013) where their studies indicated that tourist having less satisfaction on the jetty facility in Langkawi Island.

Table 3: Overall results International tourist satisfaction towards Facilities

Types of facilities	No	Country	N	Level of Satisfaction	Mean	Overall
Jetty facility	1	China	66	Satisfied	3.55	44.0%
	2	US	10	Satisfied	3.60	6.7%
	3	Korea	58	Satisfied	3.55	38.7%
	4	British	11	Neutral	3.18	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Satisfied	3.60	3.3%
Tourist information centre	1	China	66	Satisfied	3.82	44.0%
	2	US	10	Satisfied	4.00	6.7%
	3	Korea	58	Satisfied	3.62	38.7%
	4	British	11	Satisfied	4.00	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Satisfied	4.00	3.3%
Staff hospitality and tourist invigilator	1	China	66	Satisfied	4.05	44.0%
	2	US	10	Satisfied	4.10	6.7%
	3	Korea	58	Satisfied	3.93	38.7%
	4	British	11	Satisfied	4.00	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Satisfied	3.80	3.3%
Well-prepared Tourism activity equipment	1	China	66	Satisfied	3.64	44.0%
	2	US	10	Satisfied	4.10	6.7%
	3	Korea	58	Satisfied	3.55	38.7%
	4	British	11	Satisfied	4.09	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Satisfied	3.40	3.3%
Relaxing rooms	1	China	66	Satisfied	4.11	44.0%
	2	US	10	Satisfied	4.00	6.7%
	3	Korea	58	Satisfied	3.93	38.7%
	4	British	11	Satisfied	4.00	7.3%

Types of facilities	No	Country	N	Level of Satisfaction	Mean	Overall
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Satisfied	4.00	3.3%
Public toilets	1	China	66	Dissatisfied	2.08	44.0%
	2	US	10	Very dissatisfied	1.80	6.7%
	3	Korea	58	Neutral	3.05	38.7%
	4	British	11	Dissatisfied	1.91	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Neutral	3.00	3.3%
Telecommunications facilities	1	China	66	Neutral	3.00	44.0%
	2	US	10	Neutral	3.00	6.7%
	3	Korea	58	Neutral	2.62	38.7%
	4	British	11	Neutral	3.00	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Neutral	3.20	3.3%
Boat services	1	China	66	Satisfied	3.97	44.0%
	2	US	10	Satisfied	4.10	6.7%
	3	Korea	58	Satisfied	3.93	38.7%
	4	British	11	Satisfied	4.00	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Satisfied	4.00	3.3%
Food prices	1	China	66	Satisfied	3.97	44.0%
	2	US	10	Satisfied	3.70	6.7%
	3	Korea	58	Satisfied	3.91	38.7%
	4	British	11	Satisfied	4.00	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Satisfied	3.80	3.3%
Safety procedures	1	China	66	Satisfied	4.00	44.0%
	2	US	10	Satisfied	4.00	6.7%
	3	Korea	58	Satisfied	4.12	38.7%
	4	British	11	Satisfied	4.00	7.3%
	5	Others (Philippines, Australia, Germany. Sweden & Russia)	5	Most Satisfied	4.40	3.3%

Source: Fieldwork (2013)

RECOMMENDATIONS FOR MAMUTIK ISLAND

Based on the survey, it is recommended that the management of the island should look into the factors that help visitors to decide on

their service quality. The findings revealed that tourism facilities such as telecommunications and toilets facilities recorded a least mean value and these affected their level of satisfaction in the island. These facilities should be improved in order to satisfy the tourists and their expectation during their visit. Telecommunications facilities was also recorded 'neutral' by the respondents in Mamutik Island thus this should be given more attention by the management. Moreover, it is also recommended that the tourism activities such as scuba diving, beach volleyball and jet-ski should be paid serious attention by the management because the results show that majority of the respondents were not sure about the activities in the island. Thus, stakeholders in Mamutik Island must do some demonstration and promotional activities in order to make international tourists understand and try these activities in the future. It is noted that, 10.7% of the respondents do not want to recommend the tourism in Mamutik Island to their people as they feel this is not a good idea and experience. This issue should be taken into consideration by the management and if not it could damage the image of the destination.

CONCLUSION AND IMPLICATION FOR FUTURE RESEARCH

From this research, majority of the respondents have good satisfaction towards tourism activities and facilities in the island except beach volleyball and jet-ski activities as well as telecommunications and toilet facilities. Better quality of services provided by the management will influence the revisit intention of the tourist and this could ensure the tourist being loyal to the tourist destination. Thus, these finding has major implication for owners of the island. If they aim to attract more tourists, then providing better service and increase promotional activities are necessary and winning among the recommended strategies. They also need to emphasize the importance of quality improvement in order to better serve the ever-increasing expectations from the tourists regardless domestic and international tourists. On the other hand, based on the data majority of the international tourists came from China and Korea and this is because they prefer marine tourism and Sabah is the best place for this. Also, the study observed that the arrivals of

international tourists from China and Korea are increasing and this is the good sign to boost our country economy as well as the tourism industries especially in Sabah. Thus, serious proactive strategies should be identified in order to sustain their satisfaction in tourism activities in Sabah and relevant stakeholders must play a role in this regard.

Future research could look into the satisfaction of domestic tourist towards tourism activities and facilities provided in the island as this research is only focusing on the international tourists. Moreover, future researchers could use SERVQUAL instrument as a study instrument which was developed by Parasuraman, Zeithaml, and Berry (1985) as the measurement of the satisfaction of the tourist. It is also recommended that future research could be conducted using Service Perception Questionnaire in order to investigate the expectation of service of tourists before they arrive on the island, and to contrast it against what they actually get when they arrive on the island.

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