UNIVERSITI TEKNOLOGI MARA

EXPERIENCE QUALITY AND VISITOR SATISFACTION AT WATER THEME PARK

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Research Project submitted in partial fulfilment of the requirements for the degree of bachelor of sports management (Hons.)

Faculty of Sports Science and Recreation

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AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result is fully on my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The objectives of the study were two-folds: firstly, to identify the factors those influence the experience quality among the water theme park visitors. Second objective is to examine the relationship between factors of experience quality at the water theme park and visitors' satisfaction. Experience quality based on immersion, surprise, participation and fun factors. Primary data was employed in this study and 385 Sunway Lagoon Water Theme Park visitors responded to the questionnaires adopted from previous study and IBM-Statistical Package for Social Science software was used to analyze the data. Descriptive analysis method was used to achieve first objective by analyzing the factors of experience quality, whereby the findings indicated that the fun factor become the most important factor of experience quality followed by immersion, participation and surprise. Meanwhile, correlational analysis method was used to examine the relationship between the experience quality factors and visitors' satisfaction. The study revealed that there exist significant strong positive relationship between experience quality factors and visitors' satisfaction (r = .719, p-value = .000). The study concluded that to increase the total number of visitors to visit the theme park, efforts should be undertaken by the theme park management whereby the management should provide additional surprising activities as well as to formulate better service, reliable security and privacy place associated within the context of water theme park facilities.

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