



**A STUDY OF CUSTOMER SATISFACTION TOWARDS SERVICES
PROVIDED IN TAMAN LAGENDA LANGKAWI**

FAWIZA BINTI MD.SAWI

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

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ABSTRACT

The purpose of this study was to assess the customer satisfaction towards services provided by Taman Lagenda Langkawi, as one of tourist destination in Langkawi Island. The study was also used to determine the influence of customer satisfaction on the services provided by TLL management and also as measurement to LADA to measure either their existing services are significant or not to their customers.

Quality of services provided is an indication of the ability of Taman Lagenda Langkawi in satisfying customers' needs and expectations. The evaluation on customer satisfaction was made on five (5) types of services provided in TLL, that were quality of cleanliness, price, shuttle services, operating hours and front line personnel.

Questionnaire were distributed among the customers who were visited TLL between December 21st, 2002 and January 9th, 2003. A total of 200 surveys were completed which gathered data such as customer's demographics and customer's experienced about the services provided. In addition, customer's rating on all services provided and their recommendations were also recorded. This enabled to study the customer satisfaction towards services provided in TLL. Data analysis involved the applications of descriptive statistics (frequency, means and standard deviation) and inferential statistics (i.e; t-test and chi-square).



The findings indicates that three (3) of variables were not significance towards customers satisfaction while remain others two (2) variables were significant towards customer satisfaction. From the findings, researcher made a conclusion that most of the respondents were satisfied with all the services provided even though there have three (3) variables which were not statically significant to the dependent variables. Researcher also suggested to TLL management to apply diversification strategy in attracting customers to visit TLL. The suggestions were add more shuttle services (Heritage Train) and advertising campaigns besides promoting TLL as one of the historical attraction in Langkawi.



TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	x
LIST OF TABLES	ix
LIST OF FIGURES	xi
ABSTRACT	xii
 CHAPTERS	
1.0 INTRODUCTION	
1.1 BACKGROUND AND SCOPE OF STUDY	1
1.2 PROBLEM STATEMENT	4
1.3 OBJECTIVES	5
1.4 SIGNIFICANCE OF STUDY	6
1.5 HYPOTHESES	7
1.6 THEORETICAL FRAMEWORK	9



PAGE

1.7 LIMITATIONS

1.7.1	Staff Reshuffling	10
1.7.2	Confidential and private	10
1.7.3	Time constraints	11
1.7.4	Budget constraints	11

1.8 DEFINITIONS OF TERMS

1.8.1	Customers	12
1.8.2	Shuttle Services	12
1.8.3	Front-line Personal	13
1.8.4	Educational Institutions	13
1.8.5	Tourism product	13

2.0 LITERATURE REVIEW

2.1	SERVICE QUALITY	15
2.2	DEFINITIONS OF QUALITY	17
2.3	PHYSICAL EVIDENCE	18
2.4	CUSTOMER SATISFACTION	18
2.5	DESTINATIONS ATTRACTIVENESS	20