STUDENTS SATISFACTION TOWARDS THEME PARKS SERVICES IN MELAKA

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ABSTRACT

Theme parks are amusement parks managed under certain themes. The goal of this research to identify a product attributes inventory that can be used to evaluate theme parks from the students' perspective. The main aim of this thesis is to examine or seek level of satisfaction of students towards the service provided by the Melaka theme parks. This study has adopted an application of Parasuraman, Zeithmal and Berry's SERVQUAL questionnaire to a sample of Universiti Teknologi MARA in Melaka city campus. A total of 170 questionnaires were distributed but only 159 questionnaires is usable. The data was computed by using PSPP program and analyzed base on the "perception minus expectation" gap adopted from SERVQUAL model. From the findings, its revealed that there was a gap between respondents expectations and perceptions, in terms of quality of the service provided by the theme parks in Melaka, meaning that respondents expectations were not met.

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