



**TOURIST EXPERIENCE ATTRIBUTES WITH THE IBAN  
LONGHOUSES**

**APAU ANAK HENRY KALUM**

**2013153653**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**JUNE 2016**

## **ABSTRACT**

This research study was to investigate and to analyse the tourist experience attributes with the Iban longhouses. Basically, this research is to identify on the tourist experience after they have been visited and stayed at the Iban longhouse. This would be influenced by many factor that can be used to assess whether the customer satisfied or dissatisfied when their visiting to the Iban longhouse.

The study was used a questionnaire to obtain the result that related to customer experience. About 79 questionnaire have been collected to be analysed to find out the result that have been given by the tourist that have an experience visiting the Iban longhouse. Statistical Package Software System (SPSS) programme was used to analyse to test the relationship among the variable towards the tourist satisfaction and dissatisfaction.

The study have found that the variable were very effective and significant toward the customer satisfaction. However, some of the variable are not significant as there are no positive relationship between the variable with the tourist satisfaction and dissatisfaction.

Moreover, demographic characteristics such as gender, nationality, age, marital status, race, level of education, occupation, personal income, with whom did they visit, and how many times they have visit the Iban longhouse also be used to identify the relationship among the tourist experience attributes.

## TABLE OF CONTENTS

Contents	Page
Abstract	iii
Acknowledgements	iv
Table of Contents	v
List of Figures	vi
List of Tables	vi-vii
List of Appendices	viii
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Introduction	1
1.2 Problem Statement	2
1.3 Research Questions	2
1.4 Research Objectives	2-3
1.5 Significant of Study	3
1.6 Definition of Term	4-5
1.7 Limitation and Delimitation	6
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.1 Literature Review	7-9
2.1.1 Marketing Mix	
2.1.1.1 Price	9
2.1.1.2 Product or Service	10
2.1.1.3 Place	10
2.1.1.4 Promotion	10
2.1.1.5 People	10-11
2.1.1.6 Process	11
2.1.1.7 Physical Evidence	11
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	
3.1 Research Methodology	
3.1.1 Research Design	12
3.1.2 Population and simple Size	13
3.1.3 Data Analysis	14
<b>CHAPTER 4: DATA ANALYSIS, FINDING AND DISCUSSION</b>	
4.1 Introduction	15
4.2 Respondent Profile	15-17
4.3 Experience Attributes	18-28

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

In Sarawak, we have our own beautiful natural environment that can attract the tourist from other countries to visit our natural environment. Our citizen also like to explore the natural environment as well, especially the new generation nowadays. However, the heritage sites inside our country are rich in cultural value and it commonly very important to attract the tourist form all over the world (Laws, 1998).

This make the tourist who visit this country were feel really enjoying the cultural that contain at Sarawak. The built heritage like museums, temples, ethnic houses have contributed significantly as the attractions by the tourist (Voon & Lee, 2009). This country is very popular about the Longhouses that have their own uniqueness for every races. This is because every ethnic in Sarawak have a different in design, shape and the material that they have used to build the building of the Longhouses. The traditional longhouses of the Dayaks in Sarawak have been one of the key selling points of the tour operators (Voon & Lee, 2009).

The experience that tourist get from the visiting the longhouses were never been forgotten. For those that really wanted for the adventure, Sarawak is one of the perfect location for them to visit (Voon & Lee, 2009). When they stay at Longhouses, in the same time they were enjoy the natural environment and they can enjoy or learn about the culture of longhouses people. Besides that, all the experience that tourist get were give them a good experiences as well as the worse experiences too.

The operator or longhouses chief should focus on the customer satisfaction when they make the service to the customers especially the tourist that stay at their longhouse. This is because when there is no customer orientation, tourist were like they stay alone and without any people concern on their needs and wants. Most of the tourist that stay at

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The longhouse visitors are considered as the customers and their needs and wants have to be well understood and responded accordingly to maximize satisfaction and loyalty (Voon & Lee, 2009). Which means that, tourist who visit and stay at the longhouse homestay, the operator or tourist guide at that area or the longhouse chief leader need to understand what the tourist wants and needs. In the tourist want to learn about the culture at that area, they need teach tourist about their culture. They can set or provided the traditional dance to the tourist to make them more cheerful when stay at the longhouse. Besides that, they also can teach tourist how to wear the traditional customs, such as, Iban custom, Bidayuh custom, or Kayan custom. This make them experience more about the feel when using that particular customs.

Service failure is the main issue in this research. This is because when the operator or tourist guide doing their jobs or tasks, it must be a litter bit problem will occur. Even they cannot detect it, but in the eyes of tourist it's means a thousand things. The operator or tourist guide need to always know on their mistake when doing the jobs or tasks. This were involved the longhouse name as well. If they done something not right or done something wrong, they need to make some improvement from time to time.

Besides that, in this research it tell the reader about the tourist or the visitors experience with the Iban longhouses. Outside and inside of the longhouses it the two different things that make the tourist never forget the experience that they have fell at the longhouses. This research also asking for the view from the tourist about the longhouses. It all based on the experience that they had before.