

MALAYSIAN JOURNAL OF HUMAN ECOLOGY

Journal Homepage: https://eco1.upm.edu.my/jurnal_mjhe-3740

MOTIVATION AND SATISFACTION OF VISITORS AT THE RECREATIONAL AREA IN ALOR LEMPAH, KUALA KUBU BHARU, SELANGOR, MALAYSIA

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ABSTRACT

The sustainability of the recreational area is intricately linked to visitor satisfaction and the determinants affecting their likelihood of returning to the site. Despite the growing interest in outdoor recreation, limited research has focused on specific local contexts like Alor Lempah. This study investigated visitor satisfaction at Alor Lempah and explores factors influencing this satisfaction through push and pull motivation frameworks. The multiple regression analysis was used to analyse the association between motivation and satisfaction. Utilizing the analysis, psychological and physiological factors and environmental factors were the primary motivators for visitation. Notably, 95% of visitors expressed a desire to return. The findings reveal that long-distance visitors who lived more than 10km from Alor Lempah and visitors who came by car made up the majority of recreational area visitors. Interestingly, social and economic factors significantly impacted satisfaction with amenities/facilities at Alor Lempah. Good spots for recreation or picnic areas and feeling safe were found to be major factors of user experience and environment satisfaction, while convenient changing rooms and an inadequate number of trash bins limited the satisfaction level of amenities and facilities. These findings provide valuable insights for recreation area planners in developing guidelines to improve visitor experiences and promote the sustainability of Alor Lempah.

Keywords: Outdoor recreational activities; Motivation; Psychological; Physiological Satisfaction

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INTRODUCTION

The increasing participation in outdoor recreational activities over the past two decades has been significant, encompassing a diverse demographic that includes youth, adults and seniors (Sidi & Radzi, 2017). Spending time or participating in outdoor activities in the natural environment has the potential to improve both physical and mental well-being by providing essential ecosystem services such as stress relief, socialization, and appreciation of nature through direct interaction with the environment (Zwart & Ewert, 2020; Rice et al., 2020). As people's interest in studying and exploring the field of recreation increases (Aziz et al., 2020), it is necessary to understand the motivations behind site selection.

Despite wide research on urban parks and recreational areas, there remains a notable gap in the literature concerning lesser-known local sites like Alor Lempah. Many studies have explored motivations for visiting parks, focusing on environmental and social benefits (Zhan et al., 2021; Halkos et al., 2021). However, visitor motivations can vary significantly even within similar recreational settings due to individual differences in personality, lifestyle, past experiences, demographics, and perceptions (Katsikari et al., 2020).

LITERATURE REVIEW

Visitor motivation is commonly understood through the push and pull factors framework (Katsikari et al., 2020). This model explains that internal motivation push individuals to travel, while external attractions pull them toward a destination (Sato et al., 2018). Push factors are socio-psychological motives that drive people to

This variability highlights the necessity for targeted studies that investigate unique recreational contexts.

Alor Lempah was specifically chosen for this study due to its emerging status as a recreational destination following the COVID-19 pandemic. While Alor Lempah has long been familiar to the local community as a recreational site, its popularity has surged beyond district boundaries, particularly following the COVID-19 pandemic. The Movement Control Order (MCO) restricted travel within districts, prompting local residents to explore nearby attractions. Consequently, Alor Lempah gained recognition as a desirable destination for outdoor activities among visitors from outside its immediate area. This shift raises important questions about whether this increased interest will be sustained over time and how visitor satisfaction can be maintained. This study aims to assess visitor motivations for choosing Alor Lempah as a recreational destination, evaluate visitor satisfaction levels regarding facilities and services at Alor Lempah and determine the relationship between visitor motivations and satisfaction levels.

seek travel experiences. These include psychological needs such as escape, relaxation, social interaction, self-esteem, family togetherness, and entertainment (Crompton, 1979; Musa et al., 2017; Sato et al., 2018). On the other hand, pull factors are related to the attributes of the destination that attract visitors. These

encompass novelty, educational opportunities, environmental features of the destination such as distance, tourist location, seasons, flora and fauna (Musa et al., 2017), weather, scenery, attractions, physical amenities, airfare, history and culture (Sato et al., 2018). In addition, Musa et al. (2017) stated that economic factors like the cost of travel, income, expenditure, inflation, and employability also play a significant role in influencing visitation decisions.

The success of a travel destination depends on three primary components, namely attractions, amenities or facilities, and accessibility. These interrelated factors collectively contribute to visitor satisfaction (Nafi & Ahmed, 2018). According to Oliver's definition of customer satisfaction (1993, as cited in He & Luo, 2020), customer satisfaction is evaluating the extent to which products and services meet their needs and the positive feelings or pleasure gained after experiencing or consuming them. Meanwhile, satisfied customers are highly valued for three main reasons. Firstly, they tend to become repeat visitors, which ensures stable income without additional marketing efforts. Secondly, reduce complaint handling costs. Lastly, satisfied customers act as free marketing through

positive word-of-mouth and recommendations (Hickman et al., 2023).

Recreational activities are activities with high repetitive consumption, and there are many repeat visitors; therefore, it is necessary to study their motivations and satisfaction levels. Musa et al. (2017) stated that several studies were conducted to explore the antecedent of loyalty intention. The concept of destination loyalty is relevant for understanding how satisfied visitors may recommend locations to others (Sato et al., 2018). Therefore, to enhance visitor experiences, it is essential to determine the specific needs that are met by different aspects of the park. When these needs are fulfilled, visitors will be motivated to return (Gibson, 2018). Sato et al. (2018) reported that loyal tourists may spend less than first-time visitors but still contribute positively to a destination's economic impact through recommendations and word-of-mouth promotion. Hwang et al. (2020) stated that improving visitor satisfaction requires consideration of different motivations, including both push and pull factors. Understanding these factors helps provide appropriate attractions and activities, ultimately enhancing the competitiveness of the destination.

THEORETICAL FRAMEWORK

This study aims to determine the significance of push and pull factors in influencing visit motivation while identifying the key components within these factors that drive travel motivation. This study further explored the methodology proposed by Oh et al. (1995) and Tan et al. (2021), which proposed classifying tourists into diverse market

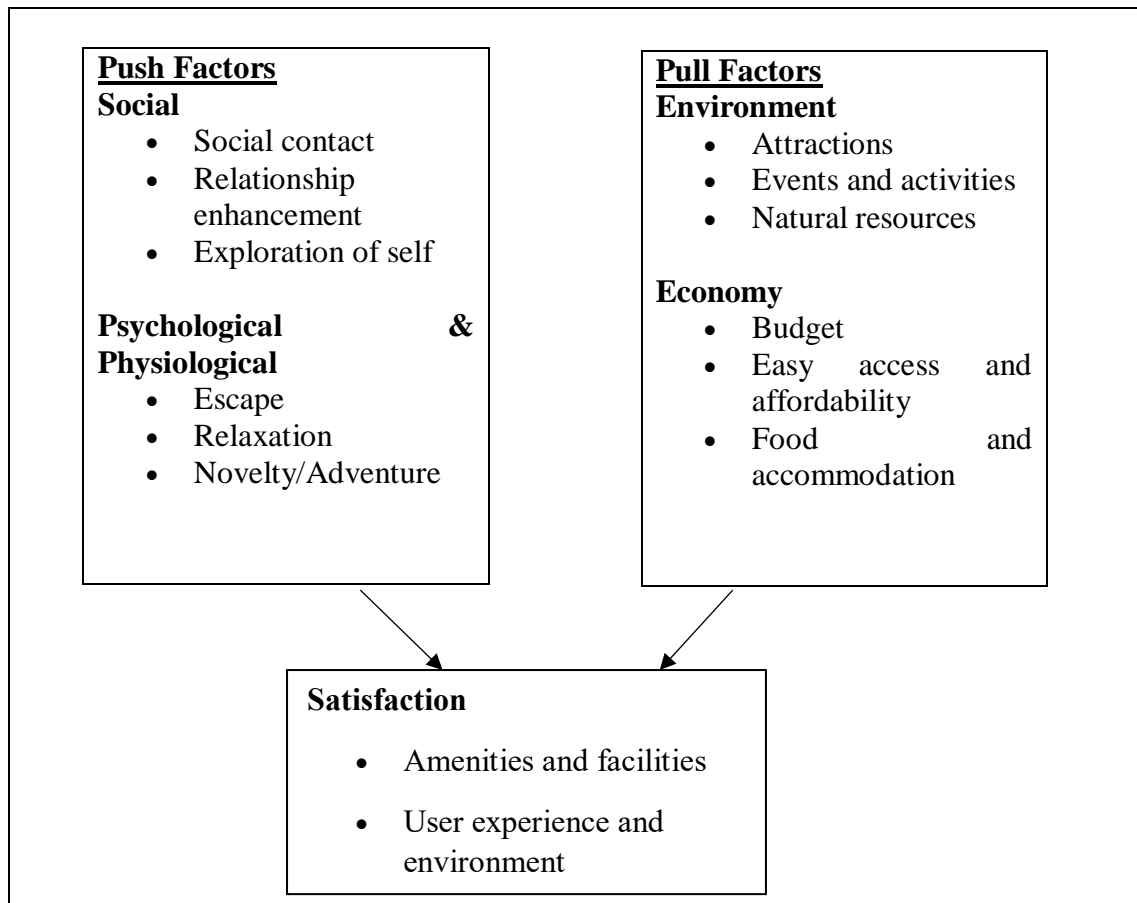
segments according to their travel motivations. This segmentation contributes to predicting the motivation behind the destination choices of travellers. Additionally, the study seeks to identify specific components within these factors that significantly influence satisfaction. By addressing these research challenges, this study contributes valuable insights into

understanding visitor dynamics at Alor Lempah.

Figure 1 illustrates the research model that defines the relationship between push and pull factors influencing visitor motivation and satisfaction at Alor Lempah. The model is grounded in the push-pull framework, which categorizes motivations into two primary dimensions. Push factors, representing internal motivations, include social needs such as social contact, relationship enhancement and exploration of self. Then, psychological and physiological needs such as escape, desire for relaxation and adventure. Conversely, pull factors encompass external attractions related to the destination itself, such as the environment for its attractions, activities

and natural resources. Then, the economy such as budget, affordability, food and accommodation. The interplay between these push and pull factors is critical in shaping visitors' motivations to choose Alor Lempah as a recreational destination.

Furthermore, the model seeks to identify specific components within push and pull factors that significantly influence visitor satisfaction. Main among these are amenities and facilities and the user experience and environment. By highlighting these relationships, the research aims to provide an understanding that can enhance visitor experiences and inform planning strategies for recreational areas.



*Figure 1: The Research Model of Push and Pull Factors
(adapted & modified from Tan et al., 2021)*

METHODOLOGY

The study was conducted in Alor Lempah, located within the Ampang Pecah sub-district of Kuala Kubu Bharu (KKB), Selangor which has been a longstanding focus and direction of the nation's tourism industry. The selection was based on the location (accessibility), the size of the area, and the resources provided in Alor Lempah to allow people to do recreational activities. A non-probability convenience sampling method was employed to identify qualified respondents. This approach was chosen due to its practicality in reaching visitors on-site who had recently experienced Alor Lempah. Cochran's formula was used to

determine the appropriate sample size, resulting in a total of 400 participants for this study. Data collection took place from January to March 2023, during various times (mornings, afternoons, and evenings) on weekends to capture a diverse range of visitors.

A structured questionnaire was used to investigate how visitor satisfaction influences the relationship between push and pull factors affecting visits to Alor Lempah. The questionnaire consisted of the factors influencing visitation, and satisfaction towards Alor Lempah. Each question was measured using a five-point

Likert-type scale (1 = strongly disagree and 5 = strongly agree).

Statistical Analysis

The data were analysed using Microsoft Excel and Statistical Package for Social Science Version 26 (SPSS). Descriptive analysis and multiple linear regression analysis were carried out to investigate the relationship between the dependent and independent variables of the study. Meanwhile, Cronbach's alpha was used to

assess the reliability of each scale. Table 1 and 2 shows the reliability results from the pilot test. Cronbach's alpha value for factors influencing the visitation was 0.786. Each item ranged from 0.669 to 0.908. Besides, Cronbach's alpha value for visitor satisfaction was 0.915 with each item's amenities and facilities was 0.752 and user experience and environment was 0.911.

Table 1: Cronbach Alpha Coefficients for the 16 variables of factors influencing the visitation to Alor Lempah

Item	Variables	Cronbach's Alpha
Social benefits	1. Spending time with family	0.669
	2. Meeting friends	
	3. Something I prefer to experience alone	
	4. Taking children to play in the recreation area	
Environmental benefits	1. Entertainment activities (photography, videography, etc.)	0.729
	2. Enjoying outdoor activities (camping, picnics, water activities, etc.	
	3. Enjoying the scenery of the recreational area	
	4. Interacting with animals and plants	
Psychological and physiological benefits	1. To be close to nature	0.908
	2. To experience tranquility	
	3. To reduce stress and relaxation	
	4. To experience excitement and adventure	
Economic benefits	1. Free entry fee	0.715
	2. Affordable prices of food and drink	
	3. Reasonable equipment/facility rental	

	4. Free parking	
Total	16 variables	0.786

Table 2: Cronbach Alpha Coefficients for the 12-variables of visitor satisfaction towards Alor Lempah

Item	Variables	Cronbach's Alpha
Amenities and facilities	1. Sufficient number of benches and gazebo	0.911
	2. Sufficient number of trash bins	
	3. Location of the parking area	
	4. Sufficient number of food stalls	
	5. Sufficient number of equipment rental stalls	
	6. Sufficient number of campsites	
	7. Convenient changing rooms	
	8. Well-maintained natural trails	
User experience and environment	1. Signage is easy to understand	0.752
	2. Good spot for recreation/picnic area	
	3. Not too many other visitors present	
	4. Feeling safe in the recreation area/public space	
Total	12 variables	0.915

A descriptive analysis was used to compute the mean score of the factors influencing the visitation and assess the satisfaction of amenities/facilities and user experience/environment. Other than that, the descriptive analysis was also employed to describe the socio-demographic profile of the respondents of Alor Lempah.

Frequencies related to visitors' motivations, satisfaction, and socio-demographics were analyzed to characterize the study group. Multiple linear regression analysis was employed to estimate the unique contributions of each independent variable (motivation) to the dependent variable (satisfaction). If the model achieves

statistical significance, it provides insights into the magnitude and direction of the relationship between motivation and

satisfaction, along with any other included independent variables.

RESULTS

Characteristics of Respondents

There were 246 (61.5%) female and 154 (38.5%) male respondents among the total of 400 people who took part in this research. Approximately 168 (42%) of the visitors were 18 to 29 years old, while 143 (35.8%) of the visitors were 30 to 39 years old. Meanwhile, 89 (22.3%) of the visitors were 40 to 59 years old. With respect to education level, 38.1 % of the respondents had a university level, 34.0 % of the respondents had a pra-university level, 18.5% graduated from a high school, 8.8% of the respondents had a graduate secondary school education and 0.8% received informal education. As such, more than 50% of the respondents had a high level of education. In terms of occupation, 42.8% of the respondents were working in the private sector, while 21.8% were in the government. Meanwhile, 14.8% of the respondents were students, 11.8% were self-employed and 9.0% were not working. With respect to income, 52.8% of the respondents earned less than RM 4000 per month, and 22.8% earned RM 4001 – RM 5500 per month, while 24.5% of the respondents do not want to declare their monthly income.

Most of the respondents were lived more than 10km from Alor Lempah (73.3%) and most had come to the recreational area with family (51.8%). Besides, most respondents were slightly familiar with Alor Lempah (42.8%). For the past three months, most respondents never visited the Alor Lempah (61.0%), while visiting for once (11.3%) or were regular visitors of two to four times

(21.3%) and more than five time (6.5%) The majority of the respondents (89.5%) travelled using own transportation, which is their car. 41% the respondents stated that they spent around 3-4 hours at Alor Lempah. Another 34% of the respondents mentioned that they stayed for almost 1-2 hour, followed by 14.2% for 5-6 hours. Most of the respondents (72.8%) visited the recreation area in the morning. In addition, 63% of the respondents stated that they came along with children during their visit, with 10.5% of them had only one child. Meanwhile, most of the respondents (16.2%) had two children with them. Lastly, the type of activities engaged in by the respondents, majority of them participated in picnic activities (29.8%), followed by camping (24.4%), photography or videography (23.1%), tubing or inflatable boating (13.2%) and lastly, fishing (9.5%).

Factors Influencing Visitation to Alor Lempah

Table 1 summarize the factors influencing visitation. According to the strength of their motivations, the specific motivations were scored from 0 to 5. The mean scores for the visitation factors of social, enviromental, physiological and physiological, as well as economic groups across all the respondents were computed and presented in Table 1. The highest mean score was obtained for the psychological and physiological factors (\bar{x} = 4.34), followed by environmental factor (\bar{x} = 4.10), social factor (\bar{x} = 4.09), and economical factor (\bar{x} = 4.03).

The four mean scores obtained suggested that majority of the respondents strongly believe that psychological and physiological factors are crucial when visiting recreational areas, such as to reduce stress and relax ($\bar{x} = 4.42$), find peacefulness ($\bar{x} = 4.41$), experience thrills and adventures ($\bar{x} = 4.29$) and to be close to nature ($\bar{x} = 4.25$). Interestingly, visitors of Alor Lempah strongly agreed that environmental factors such as animal and plant interaction ($\bar{x} = 3.59$), entertainment ($\bar{x} = 4.06$), outdoor activities ($\bar{x} = 4.36$), and scenery appreciation ($\bar{x} = 4.39$) were their motivations to visit Alor Lempah.

In terms of social benefits, the respondents agreed and strongly agreed that visiting Alor Lempah was for enjoying solitude ($\bar{x} = 3.82$), socialising with friends ($\bar{x} = 3.85$), supervising children's play in the recreational area ($\bar{x} = 4.20$), and quality time with family ($\bar{x} = 4.48$). Lastly, the respondents who were between agree and strongly agree positions in relation to the economic factors of visiting Alor Lempah such as fair equipment/facility rental ($\bar{x} = 3.52$), affordable food and drink ($\bar{x} = 3.63$), free parking ($\bar{x} = 4.45$), and no entry fee ($\bar{x} = 4.49$).

Table1: Factors influencing visitation

Statements	Mean	SD
Social	4.09	0.626
Spending time with family	4.48	0.785
Meeting friends	3.85	0.944
Something I prefer to experience alone	3.82	0.985
Taking children to play in the recreation area	4.20	0.803
Environment	4.10	0.607
Entertainment activities (photography, videography, etc.)	4.06	0.845
Enjoying the scenery of the recreational area	4.39	0.703
Enjoying outdoor activities (camping, picnic, water activities, etc.)	4.36	0.704
Interacting with animals and plants	3.59	0.982
Physiology and Psychological	4.34	0.637
To be close to nature	4.25	0.749
To experience tranquillity	4.41	0.684
To reduce stress and relaxation	4.42	0.711
To experience excitement and adventure	4.29	0.734

Economy	4.02	0.663
Free entry fee	4.49	0.795
Affordable prices of food and drink	3.63	1.003
Reasonable equipment / facility rental	3.52	1.038
Free parking	4.45	0.737
Mean score	4.14	0.528

Visitors' Satisfaction Level Towards the Facilities in Alor Lempah

The satisfaction level of the visitors was detailed in Table 2. For this variable, the mean score for each satisfaction level towards the facilities in Alor Lempah, which were categorised into amenities and facilities, as well as user experience and environment. There were 7 variables for amenities and facilities with the mean score of 2.97, indicating that the visitors' satisfaction level was neutral. Meanwhile, under the category of user experience and environment, 5 variables obtained the mean score of 3.66, indicating that the visitors were satisfied with the experience and environment they had at Alor Lempah.

The mean scores obtained for amenities and facilities suggested that the respondents had between dissatisfied to neutral levels of satisfaction. They were dissatisfied with the "convenient changing room" facility, which

received the lowest score ($\bar{x} = 2.51$) among all the listed amenities. Similarly, visitors were also dissatisfied with the "sufficient number of trash bin" with a mean score of $\bar{x} = 2.66$. The sufficient number of food stalls ($\bar{x} = 2.75$) and equipment rental stalls ($\bar{x} = 2.77$) were also rated as dissatisfactory by the respondents.

In addition, the visitors indicated the satisfaction level towards user experience and environment between neutral and satisfied. In more specific, they were neutral with the statements, "signage is easy to understand" ($\bar{x} = 3.06$) and "well-maintained natural trail" ($\bar{x} = 3.31$). Meanwhile, the respondents were satisfied with the statements, "few people were around in the recreation area" ($\bar{x} = 3.69$), "safe to spend their time in the recreation area" ($\bar{x} = 3.91$), and "an ideal place for recreation and picnics" ($\bar{x} = 3.69$).

Table 2: Visitors' satisfaction level towards the facilities

Statement	Mean	SD
<i>Amenities and facilities</i>	2.97	0.908
Sufficient number of benches and gazebo	3.20	1.101
Sufficient number of trash bin	2.66	1.239
Location of parking area	3.38	1.031
Sufficient number of food stalls	2.75	1.179

Sufficient number of equipment rental stalls	2.77	1.090
Sufficient number of camp sites	3.18	1.120
Convenient changing rooms	2.51	1.315
<i>User experience and environment</i>	<i>3.66</i>	<i>0.747</i>
Well-maintained natural trail	3.31	1.149
Signage is easy to understand	3.06	1.121
Good spot for recreation/picnic area	3.97	0.962
Not too many other visitors present	3.69	0.921
Feeling safe in the recreation area/public space	3.91	0.926
Mean score	3.20	0.793

The Influence of Motivation Towards Satisfaction

Multiple linear regression is a statistical method that examines the relationship between a single continuous dependent variable and multiple independent variables. In the context of motivation and satisfaction, multiple linear regression can be employed to analyse how motivation affects satisfaction, taking into account potential contributing factors.

Table 4: The influence of motivation towards satisfaction regarding amenities and facilities

Regression Weights	Beta Coefficient	R ²	F	t-value	p-value
Social	-0.209	0.044	4.154	-2.117	0.035
Environment	-0.077			-0.590	0.556
Psychology and Physiology	-0.101			-0.811	0.418
Economy	0.263			3.224	0.001

Table 4 shows the dependent variable satisfaction on amenities and facilities was regressed on predicting variable motivation. The independent variables significantly predicted amenities and facilities satisfaction, $F(4,395) = 4.514$, $p < 0.001$, which indicates that the two factors under study have a significant impact on satisfaction. Moreover, the $R^2 = 0.044$

depicts that the model explains 4.4% of the variance in satisfaction.

Additionally, coefficients were further assessed to ascertain the influence of each factor on the criterion variable (satisfaction on facilities and amenities). The result revealed that social motivation has a significant and negative impact on satisfaction ($B = -0.209$, $t = -2.117$, $p <$

0.05). Hence, this suggests that higher levels of social motivation are associated with lower levels of satisfaction with facilities and amenities. Such results highlight the importance of considering social motivation as a factor that can potentially detract from overall satisfaction levels in the context under study.

Meanwhile, the results also show that economic motivation has a significantly positive impact on amenities and facilities

Table 5: The influence of motivation towards satisfaction regarding experience and environment

Regression Weights	Beta Coefficient	R ²	F	t-value	p-value
Social	-0.015	0.027	2.753	-0.188	.851
Environmental	0.056			0.523	.601
Psychological and Physiological	0.048			0.462	.644
Economical	0.128			1.899	.058

Table 5 shows the dependent variable satisfaction on experience and environment was regressed on predicting variable motivation. The overall regression model was statistically significant, $F(4,395) = 2.573$, $p < 0.05$, which indicates that the combination of the four independent variables significantly predicted the dependent variable. Moreover, the $R^2 = 0.027$ depicts that the model explains 2.7% of the variance in satisfaction.

However, the analysis did not find any significant relationship between the motivation variables (social,

satisfaction ($B = 0.263$, $t = -3.224$, $p < 0.001$). This implies that factors related to economic motivation, such as free entry fees, affordable prices of food and drink, reasonable equipment/facility rental, and free parking, may contribute positively to facilities/amenities satisfaction. However, environment ($B = -0.77$, $t = -0.590$, $p > 0.05$) and psychology and physiology ($B = -0.101$, $t = -0.811$, $p > 0.05$) did not influence facilities/amenities satisfaction.

environmental, psychological and physiological, economic) and satisfaction with users' experience and environment. This suggests that these specific aspects of motivation may not directly impact satisfaction levels in relation to users' experience and environment in this particular study. This is similar to the previous study by Su et al. (2020), which indicated a direct influence of each separate motivational factor on satisfaction, whereby the study indicated that there was no significant direct link between motivation and satisfaction towards a heritage destination.

DISCUSSION

Factors Influencing Visitation to Alor Lempah

People who visit the recreational area in Alor Lempah are mainly motivated by psychological and physiological factors such as to reduce stress and relax, find peacefulness, experience thrills and adventures and be close to nature. In a study by [Kabisch et al. \(2021\)](#), 33 older male and female participants were monitored for their health before, during, and after visiting three different locations in Leipzig: Friedenspark, Lene-Voigt-Park, and Ostplatz. They were asked to sit for 15 minutes and then walk for 30 minutes in each place. The study looked at how being in these environments affected their physical and mental health, focusing on factors like blood pressure, heart rate, mood, and feelings of restoration and naturalness.

Interestingly, visitors of Alor Lempah strongly agreed that environmental factors such as animal and plant interaction, entertainment, outdoor activities and scenery appreciation were their motivations to visit Alor Lempah. The results from [Alcock et al. \(2020\)](#) strongly support the notion that individuals who show a higher level of appreciation for the natural environment and dedicate more leisure time to it are also more likely to engage in pro-environmental actions.

In terms of social benefits, the respondents agreed and strongly agreed that visiting Alor Lempah was for enjoying solitude, socialising with friends, supervising children's play in the recreational area and quality time with family. [Zhou et al. \(2022\)](#) pointed out that engaging in recreational activities has a bigger impact on their social

well-being than merely visiting recreational sites. In fact, people are more likely to form emotional connections and improve relationships through active participation in recreational activities.

Lastly, the respondents who were between agree and strongly agree positions in relation to the economic factors of visiting Alor Lempah such as fair equipment/facility rental, affordable food and drink, free parking and no entry fee. [Tursunalievich et al. \(2021\)](#) researched on the increasing significance of recreation due to the recent structural changes in the global economic system. As people's living standards improve, the demand for recreation and tourism rises, expanding the role of this sector. The primary goal of recreation is to enhance the socio-economic development of regions by building and efficiently operating recreational facilities to facilitate organised recreational activities. Hence, as living standards rise and the use of recreation and tourism increases, providing accessible and affordable amenities at recreational facilities like Alor Lempah becomes crucial to attract visitors and contribute to the socio-economic development of the region by effectively catering to the needs and preferences of the population.

Visitors' Satisfaction Level Towards the Facilities in Alor Lempah

This study analysed the level of satisfaction of the visitors in Alor Lempah. The higher mean value of the variables indicates positive satisfaction towards their visit to Alor Lempah. Descriptive descriptive analysis has been used to analyse the

satisfaction level, which was categorised into amenities and facilities, as well as user experience and environment. From the data shown in Table 2, it shown that the features under amenities and facilities required improvement as their mean score was 2.97, indicating that the visitors' satisfaction level was neutral.

The mean scores obtained for featured under amenities and facilities suggested that the respondents had between dissatisfied to neutral levels of satisfaction. They were dissatisfied with the "convenient changing room" facility, which received the lowest score among all the listed amenities. This dissatisfaction stemmed from the significant number of visitors engaging in water activities, requiring a comfortable and proper place to change clothing. In more specific, the low rating was due to insufficiencies in terms of cleanliness, privacy, or convenience at these facilities. Similarly, visitors were also dissatisfied with the "sufficient number of trash bin", indicating that they might have observed a shortage of waste disposal facilities, which could have contributed to a less pleasant environment at the recreational area. The sufficient number of food stalls and equipment rental stalls were also rated as dissatisfactory by the respondents, suggesting that the visitors might have experienced long waiting time or inadequate availability of these amenities, which could have negatively impacted their overall experience at the recreational area.

Despite expressing dissatisfaction with several amenities and facilities, other elements received neutral score; the availability of a sufficient number of campsites, the availability of a sufficient number of benches and gazebos, and the

location of the parking area. These aspects were not perceived as negative, but they also did not receive particularly positive ratings from the respondents. Instead, they were viewed as adequate or satisfactory, without eliciting strong feelings of satisfaction or dissatisfaction.

In addition, the visitors indicated the satisfaction level towards user experience and environment between neutral and satisfied. In more specific, they were neutral with the statements, "signage is easy to understand" and "well-maintained natural trail". Meanwhile, the respondents were satisfied with the statements, "few people were around in the recreation area", "safe to spend their time in the recreation area", and "an ideal place for recreation and picnics".

Based on the data provided, the factors contributing to user satisfaction in the recreational area were the number of people around, safety, and suitability for recreation and picnics. It is also important to note that areas that may need improvement, such as signage and trail maintenance. Understanding these factors can help in enhancing user satisfaction and ensuring the sustainability of recreation area by meeting the varying needs of visitors.

The Influence of Motivation Towards Satisfaction

Multiple linear regression was utilised to examine the correlation between motivation and satisfaction concerning amenities/facilities and experience/environment. The results demonstrated that motivation significantly influenced amenities/facilities satisfaction, with the F value of 4.154 ($p < 0.001$) and

the R^2 of 0.044, which means the model accounts for 4.4% of the variance in satisfaction. Social motivation exhibited a negative effect on amenities/facilities satisfaction ($B = -0.209$, $t = -2.117$, $p < 0.05$), whereas economic motivation showed a positive impact ($B = 0.263$, $t = 3.224$, $p < 0.001$).

Meanwhile, the results on experience/environment satisfaction, were statistically significant, $F(4,395) = 2.573$, $p < 0.05$. Moreover, the $R^2 = 0.027$ depicts that the model explains 2.7% of the variance in satisfaction. However, when investigating the relationship between motivation and satisfaction pertaining to experience and environment, the analysis yielded non-significant results. Therefore, it appears that the specific aspects of motivation examined (social, environmental, psychological, physiological, and economical) do not directly affect satisfaction levels related to visitors' experiences and environment in this particular study.

In summary, the multiple linear regression provided valuable insight into the interplay between motivation and satisfaction concerning amenities and facilities. However, its application to visitors' experience and environment satisfaction did not reveal any direct relationships among the specified motivations and satisfaction levels in this case.

CONCLUSION

Recreation areas are important places for people to enjoy their time outdoors. Using a field study and questionnaire, we

examined the motivations and preferences of visitors who visit recreational area at Alor Lempah; as well as factors that influence their return to this recreational area. Our research contributes to the field of recreational area studies by identify the socio-demographic, visit characteristics, factors that influence their visit and visitor satisfaction with recreation area and how motivation affects the visitor's satisfaction in amenities/facilities and experience/environment.

Our research shows that (1) most of the current visitors in the recreation area are either first-time visitors; (2) the main factors motivating park revisitation are psychological, physiological, and environmental factors; (3) convenient changing rooms, trash bins, food stalls, and equipment rental stalls are the most dissatisfied features influence their satisfaction; (4) most visitors want to revisit; and (5) people who visit parks are family with children, those who involve in picnic activity, camping and photography/videography and those who drive by car to go to the Alor Lempah. In pursuit of the study's objectives, attempts have been undertaken to mitigate limitations. However, certain issues require further attention, including the data collection process. Firstly, the study used the questionnaire survey method to investigate the research site. The quality of the questionnaire can be improved due to the revisit intention section that used nominal data. During the research process, due to time and manpower constraints, the distribution of the questionnaire itself had a certain randomness. As there was more than one checkpoint to gather the questionnaires, each checkpoint had a different type of resources and facilities. This affected the

result of the data because the instrument used to collect the data majorly covered the whole area of Alor Lempah and not specifically for each checkpoint. For instance, some checkpoints had a changing room but the other side of the checkpoints did not provide that facility. Additionally, some checkpoints provided more gazebos than the other checkpoints.

In future research, improving the revisit intention section of the questionnaire by using Likert-scale questions would enhance its effectiveness. To ensure greater accuracy and relevance of the collected data, future studies could concentrate on specific checkpoints or areas within the research site instead of broad coverage. This focused approach has the potential to yield more detailed and insightful results. It is essential to maintain consistency in the resources and facilities across various checkpoints. Therefore, future research should strive to standardise the resources available at each checkpoint to prevent discrepancies that could influence data quality and research conclusions.

ACKNOWLEDGEMENT

This work is ostensibly supported by Universiti Putra Malaysia and under the Putra-IPS project no. 9723500.

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