



UNIVERSITI PUTRA MALAYSIA

***TOUR GUIDE PERFORMANCE AND SERVICESCAPE RELATIONSHIP
IN TOUR GUIDING EXPERIENCE AT THE NATIONAL PARK, MALAYSIA***

TAN SING EE

FEP 2013 5



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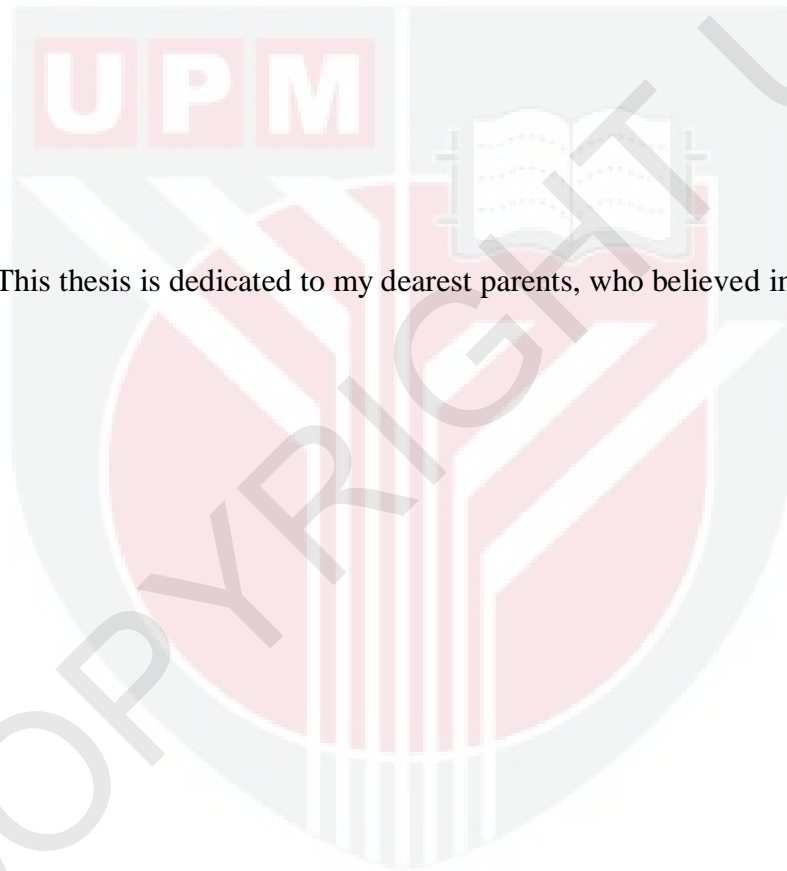
By
TAN SING EE

**Thesis submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Master of Science**

March 2013

DEDICATION

This thesis is dedicated to my dearest parents, who believed in me.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the degree of Master of Science

**TOUR GUIDE PERFORMANCE AND SERVICESCAPE RELATIONSHIP IN
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By

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March 2013

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Faculty: Economics and Management

Numerous studies have been conducted on tour guides such as the service quality, tour guides' roles and tourist satisfaction. However, few studies were conducted on the causal relationship of tourist satisfaction with overall tour guiding experience in the context of ecotourism. Thus, this study aims to investigate the relationships between tour guide performance, servicescape and tourists' satisfactions in the context of guided tour in Taman Negara National Park based on an established model. Modifications were made on the model on the basis of propositions that relate tour guide performance, servicescape, tourist satisfaction with guiding service along with tourist satisfaction with servicescape. Data collection was conducted in Taman Negara National Park whereby the targeted respondents were tourists who had engaged the services of tour guide. Using convenience sampling, a total of 385 valid questionnaires were collected from the survey. 'Statistical Package Social Sciences' (SPSS) was the tool applied for data analysis, where the correlation and multiple regression analysis verified the hypotheses. The results from the analyses support all

six hypotheses, which indicated that the constructs had significant affect on overall satisfaction.

Both tour guide performance and servicescape were found to have influence on tourist satisfaction with guiding service and servicescape. Then, tourist satisfaction with guiding service and servicescape were found to have strong influence on tourist satisfaction with overall tour guiding experience. Another important finding was the establishment of the newly developed attributes of tour guide performance and servicescape. On the whole, the study contributed to the present body of knowledge on tourist satisfaction with tourism services. Managerial implications were discussed based on the findings.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

**HUBUNGAN PERKHIDMATAN PEMANDU PELANCONG DAN
PERKHIDMATAN PERSEKITARAN TERHADAP PENGALAMAN
MENYELURUH DI TAMAN NEGARA, MALAYSIA**

Oleh

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Pelbagai jenis penyelidikan tentang pemandu pelancong telah dijalankan seperti kualiti perkhidmatan, peranan pemandu pelancong dan kepuasan pelancong. Namun, hanya sebilangan kecil kajian sahaja yang menyelidik hubungan sebab-akibat kepuasan pelancong terhadap pengalaman menyeluruh. Maka, penyelidikan ini bertujuan untuk mengkaji hubungan prestasi pemandu pelancong, perkhidmatan persekitaran (*servicescape*), dan kepuasan pelancong dalam konteks lawatan bersama pemandu pelancong di Taman Negara berdasarkan model yang telah diuji pakai. Pengubahsuaian telah dibuat ke atas model itu berdasarkan proposisi yang berkaitan iaitu prestasi pemandu pelancong, *servicescape*, kepuasan pelancong dengan perkhidmatan pemandu pelancong, kepuasan pelancong dengan *servicescape* serta kepuasan pelancong terhadap pengalaman menyeluruh. Pengumpulan data telah dijalankan di Taman Negara di mana responden yang disasarkan adalah pelancong yang telah menggunakan perkhidmatan pemandu pelancong. Dengan menggunakan persampelan mudah, sebanyak 385 borang soal selidik berjaya dikumpulkan menerusi survei. 'Statistical Package Social Sciences' (SPSS) adalah alat yang

digunakan untuk menganalisis data, di mana kaedah analisis korelasi dan analisis regresi berganda digunakan untuk mengesahkan hipotesis. Keputusan daripada analisis menyokong kesemua enam hipotesis, yang menunjukkan bahawa konstruk tersebut mempunyai kesan yang signifikan terhadap kepuasan menyeluruh.

Kedua-dua prestasi pemandu pelancong dan *servicescape* didapati berpengaruh terhadap kepuasan pelancong dengan perkhidmatan pemandu pelancong dan kepuasan pelancong dengan *servicescape*. Kemudian, kepuasan pelancong dengan perkhidmatan pemandu pelancong dan *servicescape* didapati mempunyai pengaruh yang kuat terhadap kepuasan pelancong dengan pengalaman menyeluruh. Penemuan penting yang lain ialah penemuan ciri-ciri yang baru dalam prestasi pemandu pelancong dan *servicescape*. Secara keseluruhannya, kajian ini telah memberi sumbangan kepada pengetahuan terkini dalam kepuasan pelancong terhadap perkhidmatan pelancongan. Implikasi pengurusan dibincangkan berdasarkan hasil kajian.

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of the Faculty of Economics and Management, who directly and indirectly assisted my studies.

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I certify that a Thesis Examination Committee has met on 25 March 2013 to conduct the final examination of Tan Sing Ee on her thesis entitled “Tour Guide Performance and Servicescape Relationship on Tour Guiding Experience at Taman Negara National Park” in accordance with the Universities and University College Act 1971 and the Constitution of the Universiti of Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or any other institution.



TAN SING EE

Date: 25 March 2013



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