



UNIVERSITI PUTRA MALAYSIA

***IMPACT OF SARAWAK RAINFOREST MUSIC FESTIVAL
ATTRIBUTES ON VISITORS***

AMIR REZA KARIMIFAR

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**IMPACT OF SARAWAK RAINFOREST MUSIC FESTIVAL
ATTRIBUTES ON VISITORS**

By

AMIR REZA KARIMIFAR

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

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DEDICATIONS

**I dedicate this thesis to my parents, who supported me
unconditionally each step of the way**



Abstract of thesis presented to the Senate of University Putra
Malaysia in fulfillment of the requirement for the degree of Master of
Science

**IMPACT OF SARAWAK RAINFOREST MUSIC FESTIVAL
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February 2013

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Among variety of different type of tourism attractions, festivals as short time events have a vast impact on local communities. Sarawak annual Rainforest World Music Festival in Malaysia is one of the unique events in the region which attracts thousands of music enthusiasts each year to the venue.

However there is noticeable number of complaints about the festival. those who have been to the festival complain about some festival services, shuttle buses to the venue, increasing prices of a hotel room or a festival ticket, and offensive behaviour of other visitors during the festival. Negative feedback may influence visitors' loyalty whether to re-visit or recommend the event in the future.

Studies have shown that high quality services will influence visitors' satisfaction and loyalty. However most of the studies have done in western cultures and every festival has its own dimensions. Also the impact of customer-to-customer interaction on visitors' loyalty has never examined in the field of tourism events.

This study examines the impact of attributes of the RWMF festival on visitors' loyalty to the event. These attributes are motivations of Tourists toward festival theme, festival services, accommodations, transportations, and costumer-to-customer interaction. A survey questionnaire was distributed to the visitors of the Sarawak annual Rainforest Music Festival, and the data analyzed using Regression and factor analysis for investigating any relationship between constructs and ANOVA and t-test for any mean difference among defined groups based on demographic profile of the respondents.

The results showed significant positive impact of motivations as the strongest determinant on visitors' loyalty. This is the pull motivations of tourist toward the theme of the festival. Furthermore festival services such as entertainment programs, food and drink, information services, and ease of access also positively influenced visitors' loyalty and finally costumer-to-customer interaction negatively influenced visitors' future behavioural intentions. Based on the results Accommodation and transportation didn't show any significant impact on the loyalty.

Based on demographic profile of the respondents the results of the mean difference of the five studied dimensions were significant for level of income and history of visits.

Managers of the festivals should pay considerable attention to the novelty and uniqueness of the characteristics of the event. Festival organizers must provide entertaining programs and variety of activities that can enrich the festival. Last implication for managers is the importance of controlling offensive interpersonal interactions among visitors to the festival.

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

IMPAK SIFAT-SIFAT FESTIVAL MUSIC DUNIA HUTAN SARAWAK TERHADAP PENGUNJUNG

Oleh

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Antara pelbagai jenis tarikan pelancongan, festival adalah sebagai acara yang singkat masanya yang mempunyai impak besar kepada masyarakat tempatan. Festival Muzik Hutan Hujan Sedunia (FMHS) tahunan Sarawak di Malaysia adalah salah satu acara yang unik di rantau ini yang mana menarik beribu-ribu peminat muzik setiap tahun ke tempat itu.

Walaupun terdapat beberapa aduan yang ketara terhadap festival tersebut. Mereka yang telah ke Festival itu mengadu tentang beberapa perkhidmatan festival, bas ulang-alik ke tempat itu, peningkatan harga bilik hotel atau tiket festival, dan tingkah laku pelawat lain yang menyinggung perasaan semasa festival itu. Maklum balas negatif boleh mempengaruhi kesetiaan pelawat sama

ada untuk melawat semula atau mencadangkan acara itu pada masa hadapan.

Kajian telah menunjukkan bahawa perkhidmatan yang berkualiti tinggi akan mempengaruhi kepuasan dan kesetiaan pelawat. Walaubagaimanapun, kebanyakan kajian telah dilakukan pada budaya barat dan setiap festival mempunyai dimensinya yang tersendiri. Impak interaksi pelanggan-pada-pelanggan terhadap kesetiaan pelawat juga tidak pernah dikaji dalam bidang acara pelancongan.

Kajian ini mengkaji impak sifat-sifat festival FMHS pada kesetiaan pelawat pada acara itu. Sifat-sifat ini adalah motivasi pelancong terhadap tema festival, perkhidmatan festival, penginapan, pengangkutan, dan interaksi antara pelanggan-pelanggan. Satu soal selidik telah diedarkan kepada para pelawat Festival Muzik Hutan hujan Sedunia tahunan Sarawak, dan data telah dianalisis menggunakan *regresi berganda* dan faktor analisis untuk mengkaji sebarang hubungan antara konstruk dan ANOVA dan t-test untuk sebarang perbezaan purata di kalangan kumpulan yang ditakrifkan berdasarkan profil demografi responden.

Hasil kajian menunjukkan motivasi mempunyai impak positif yang signifikan yang merupakan penentu terkuat pada kesetiaan pelawat. Ini adalah tarikan motivasi pelancong terhadap tema festival itu.

Tambahan lagi perkhidmatan festival seperti program-program hiburan, makanan dan minuman, perkhidmatan maklumat, dan kemudahan akses juga mempengaruhi secara positif kesetiaan pelawat dan akhirnya interaksi pelanggan-pada-pelanggan secara negatif mempengaruhi niat tingkah laku masa depan pelawat. Berdasarkan keputusan itu, penginapan dan pengangkutan tidak menunjukkan sebarang impak yang signifikan ke atas kesetiaan.

Berdasarkan profil demografi responden, keputusan perbezaan min terhadap lima dimensi kajian adalah signifikan untuk tahap pendapatan dan sejarah lawatan.

Para pengurus festival perlu memberi perhatian yang lebih banyak terhadap sesuatu yang baru dan keunikan ciri-ciri acara itu. Para penganjur festival mesti menyediakan program yang menghiburkan dan pelbagai aktiviti yang boleh memperkayakan acara itu. Implikasi terakhir untuk para pengurus ialah kepentingan mengawal interaksi interpersonal yang menyinggung perasaan di kalangan pelawat di festival itu.

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I certify that a Thesis Examination Committee has met on 21 February 2013 to conduct the final examination of Amir Reza Karimifar on his thesis entitled "ATTRIBUTES OF THE SARAWAK RAINFOREST MUSIC FESTIVAL THAT IMPACT VISITORS' LOYALTY TO THE EVENT" in accordance with the Universities and University colleges act 1971 and the constitution of the University Putra Malaysia [P.U.(A) 106] 15 March 1998. The committee recommends that the student be awarded the degree of Master of Science.

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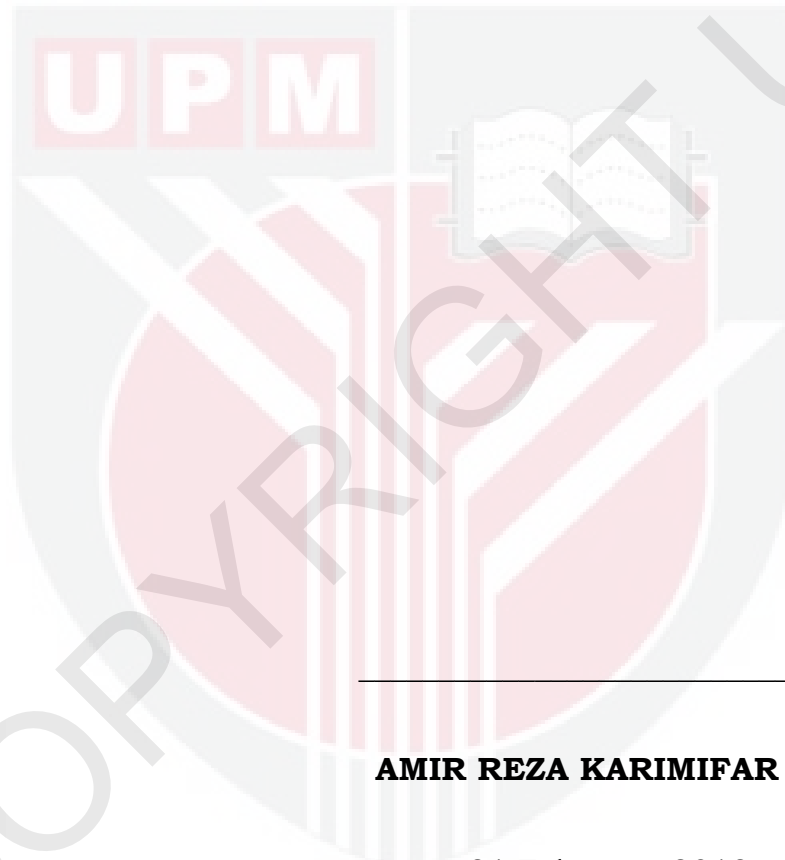
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DECLARATION

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 University Putra Malaysia or at any other institution.



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