



UNIVERSITI PUTRA MALAYSIA

VISITOR'S PERCEPTION OF BERJAYA TIMES SQUARE THEME PARK

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**VISITOR'S PERCEPTION OF BERJAYA TIMES SQUARE THEME
PARK**



By

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for the Degree of Bachelor of Park & Recreation Science in the
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DEDICATION

THIS THESIS IS SPECIALLY DEDICATED TO

MY BELOVED FATHER AND LOVELY MOTHER

BUANG BIN MOHD ALI and FAUZIAH BINTI MARZUKI

MY SIBLINGS and HASIF SHARIF

With grateful appreciation of their encouragement, love and sacrifices

ABSTRACT

Theme parks are interesting segments of the tourism market. In today's competitive environment of modern tourism research, only few studies have explored the service quality of theme park and its huge potential for tourism development and industry. This main objective of this study to investigate the visitor's perception of the service quality at Berjaya Times Square Theme Park. The study was conducted using 25 characteristics face to face interview to finish the questionnaire based on Modified THEMEQUAL model. Total number of respondents are 150. The data was analysed using descriptive and multiple regression analysis. The results stated that all 25 characteristics achieved high scores indicating that the theme park give a good perception of service quality to the visitors. A multiple regression analysis identified the dimension "reliability", "assurance" and "empathy" as best predictors of visitor's satisfactory level there. The paper contributes to the existing literature of service quality in the context of theme park. This study and research can be used both by managers in theme parks for improving service quality as well as the scientific community as an encouragement for further studies and researches

ABSTRAK

Taman tema ialah satu segmen yang menarik dalam pasaran serta industri pelancongan. Kini, dengan hari yang penuh persaingan dalam industri pelancongan, hanya beberapa kajian sahaja yang telah dijalankan setakat ini tentang kualiti servis pada taman tema dan kesan besar ia pada industri. Tujuan utama kajian ini adalah untuk melihat persepsi pengunjung tentang kualiti servis di Berjaya Times Square Theme Park. Kajian ini dijalankan dengan menggunakan 25 ciri-ciri, mengedarkan soalan kajian dengan secara temu bual secara berdepan di Taman Tema Berjaya Times Square. Jumlah keseluruhan responden ialah 150 orang. Data kajian dianalisis dengan menggunakan Analisis Diskriptif serta Analisis Regresi Pelbagai. Hasil kajian mendapati bahawa 25 ciri-ciri model THEMEQUAL boleh ubah mencapai keputusan yang tinggi dan memuaskan. Ini menunjukkan bahawa taman tema tersebut memberikan khidmat yang terbaik pada pelanggan mereka. Analisis Regresi Pelbagai telah mengenal pasti bahawa dimensi “kebergantungan harap” , “jaminan” dan “empati” ialah dimensi yang mempengaruhi kepada kepuasan pengunjung di Taman Tema Berjaya Times Square. Kajian ini memberi sumbangan dan menambah baik kepada hasil penulisan kualiti servis yang sedia ada dalam konteks taman tema. Kajian ini boleh diguna pakai oleh pengurus di taman tema untuk meningkatkan kualiti servis mereka serta boleh dijadikan sebagai penggalak dan penggerak untuk kajian pada masa hadapan.

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Nazrul Ashraff Bin Buang

APPROVAL SHEETS

I certify this research project report entitled “**VISITOR’S PERCEPTION OF BERJAYA TIMES SQUARE THEME PARK**” by Nazrul Ashraff Bin Buang has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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LIST OF ABBREVIATIONS

SERVQUAL	Service Quality
EDA	Exploratory Data Analysis



CHAPTER 1

INTRODUCTION

1.1 LEISURE AND RECREATION

Every day, we have a total of 24 hours. Brigham Young (1877) stated that the sphere life of human can be classified into three parts which are eight hours of work, eight hours of sleep and the remaining eight hours of recreation and leisure.

According to Macquarie Dictionary, leisure is the condition of having one's time free from the demand of the work or duty. Stanley R. Parker (1970) stated that leisure is time free from work and other obligations; it also encompasses activities which are characterized by a feeling of comparative freedom. Collins Australian Pocket English Dictionary defined leisure as free time that can be used for rest, recreation and others. There are a lot of activities that can be done during free time and one of them is by doing recreational activities.

Richard Kraus (1978) said that recreation consists of activities or experiences carried on within leisure, usually chosen voluntarily by the participant – either because of satisfaction, pleasure or creative enrichment derived, or because he perceives certain personal or social values to be gained from them.

The number of people taking parts in recreational activities nowadays has been increasing tremendously as they started to realize the physical as well as physiological benefits from such lifestyles.

Recreational activities can be classified into two categories, which are active and passive recreational activities. Active recreational activities involve many adrenaline rush activities like playing rides at theme park, paragliding, jungle trekking, hiking, scuba diving and caving. On the other hand, passive recreational activities represent activities that are based on the individual's particular interests and to gain personal satisfaction such as bird watching, photography and painting.

1.2 THEME PARK

There are many factors that influence someone to take part in recreational activities. One of them is the service quality of the place. Lately, Malaysia has taken a great interest in active recreational activities and many new theme parks and sports facilities have been built on that reason. This is due to the teenagers nowadays are being adrenaline junkies and prefer thrilling activities as well as extreme sports over passive activities.

In general, Raluca (2007) theme parks can be described as permanent resources which are designed, controlled and managed for the enjoyment, amusement, entertainment and education of the visiting public.

Chan (2011) stated that Asian theme parks' attendance is forecasted to record a 16.5% increment from the year of 2007 until 2012 while visitor's spending is expected to rise from \$6.4 billion to \$8.4 billion in that period. Many amazing and new theme park openings and expansions can and will be seen in Mainland China, Japan, Australia, Hong Kong, South Korea and

also Malaysia (Theme Park Post, 2011; Chan, 2011). The plans include 21st Century Fox World at Resorts World Genting in 2016.

In these past years, theme park industry in Malaysia has been undergoing tremendous growth. Some of the theme parks that are famous in Malaysia are Gambang Resort City, A Famosa Water World, Bukit Merah Laketown Resort, Berjaya Times Square Theme park, I-City and the latest one Trampoline Jump Street Park which is located in Petaling Jaya.

1.3 SERVICE QUALITY

A good theme park is a place that offers excellent service quality. Service quality is a comparison of expectation with performance. In this term, expectation is referring to the visitors' presumption meanwhile the performance is being referred to the management of the theme park. A business with high service quality will meet customer's needs whilst remaining economically competitive. In addition, high and good service quality of a certain business will satisfy the customer and fulfill their needs and wants. It will also give a good impression and word of mouth to the visitors about the place that they have visited.

Service quality can be applied and performed everywhere. Generally, service quality is applied to the places which offers service as the main product; hotels, restaurants and theme parks. Knutson et al. (1991) developed LODGSERV from the original SERVQUAL model which consists of 26 characteristics with 5 dimensions. Steven et al. (1995) created and

developed the instrument DINESERV which is made up of 29 characteristics and can be applied at restaurants and any dining places. Modified THEMEQUAL model, I. Valcic (2015) uses THEMEQUAL scale at theme park with 27 characteristics along with six dimensions differs from the original service quality model.

1.4 PROBLEM STATEMENT

Berjaya Times Square Theme Park is the first indoor theme park in Malaysia which is located in Kuala Lumpur and is well known for its ride and family enjoy-based entertainment. Service quality is a very important aspect to the theme park industry and needs extreme care as it has great impact on the tourism development. High quality theme park can definitely contribute greatly to the tourism industry, improve Malaysia's economy, overcome challenges from other attractions as well as maintain the satisfied customers. Good service quality will give the satisfaction and spread positive word of mouth among visitors as they are highly interrelated with each other.

However, up until now there are only a few studies in this world and no proper research paper has been done in Malaysia about modified THEMEQUAL model. At the moment, it has been a crucial matter to study and put more attention about modified THEMEQUAL model in Malaysia due to both increasing number of theme parks as well as demands from visitors to do recreation

Therefore, this research is carried out to measure modified THEMEQUAL model at Berjaya Times Square Theme Park in order to help the management to determine the lack of important aspects from the visitors' point of view. This research is also carried out to discover how the service quality can be improved and to measure the satisfactory level of visitors.

1.5 OBJECTIVE

The main objective of this study is to investigate the visitor's perception of the service quality at an adventure theme park, Berjaya Times Square Theme Park. The specific objectives of the study are listed as below:

1. To assess the perceived service quality attributes using modified THEMEQUAL model
2. To investigate the relative importance of the service quality dimension in influencing the overall satisfactory levels of visitor

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