



**UNIVERSITI PUTRA MALAYSIA**

***VISITORS' SATISFACTION  
TOWARD FACILITIES PROVIDED AT TAMAN TASIK  
METROPOLITAN KEPONG, KUALA LUMPUR***

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**2016**

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**By**

**MOHD ZULHANAFI SHAFFWAN BIN AB GHAFAR**

**A Project Report Submitted in Partial Fulfilment of the Requirements  
for the Degree Of Bachelor Of Park And Recreation Science in the  
Faculty of Forestry  
University Putra Malaysia**

**2016**

## DEDICATION

*This Thesis Is Special Dedicated*

*To Beloved Family :Ayah, Ummi, Angah, Alang, & Adik*

*Thank For All Your Support And Guidance*

## **ABSTRACT**

Visitors' to the Taman Tasik Metropolitan Kepong, Kuala Lumpur has a variety of purposes such as jogging, exercise, sightseeing and kite flying. The research is important for management to find out what visitors' need in this park. The objective of this study is to determine visitors' satisfaction towards facility provided at Taman Metropolitan Kepong, Kuala Lumpur. Other than that, this research also to determine visitors' socio demographic background,visitation characteristics, and the relation of gender and marital status of visitor with their satisfaction level. Hundred and fifty respondent were interviewed at the site using structured questionnaire. The data has been collected from 19th January 2016 until 22nd February 2016. Frequency analysis was used to determine their visitation characteristics. The result shows that most visitors are unsatisfied with parking lot facility. In addition, also found satisfaction with all the facilities associated with gender, age and educational level of visitors.

## ABSTRAK

Pengunjung yang datang ke Taman Tasik Metropolitan Kepong, Kuala Lumpur mempunyai pelbagai tujuan rekreasi antaranya jogging, melakukan senam dan bermain layang-layang. Kajian ini adalah penting bagi pihak pengurusan untuk mengetahui apa ke mudah yang pengunjung perlukan di taman ini. Objektif kajian ini adalah untuk menentukan kepuasan pengunjung terhadap kemudahan yang disediakan di Taman Tasik Metropolitan Kepong, Kuala Lumpur. Selain daripada itu, kajian ini juga dijalankan untuk menentukan pengunjung latar belakang sosiodemografi, ciri-ciri lawatan, dan hubungan jantina dan status perkahwinan pelawat dengan tahap kepuasan mereka. Seratus lima puluh responden telah ditemui melalui soal selidik. Data yang telah dikumpulkan daripada 19 Januari 2016 sehingga 22 Feb 2016. Analisis kekerapan digunakan untuk menentukan ciri-ciri lawatan mereka. Hasil kajian menunjukkan bahawa kebanyakan pengunjung tidak berpuas hati dengan kemudahan tempat letak kereta. Selain itu, didapati juga kepuasan terhadap semua kemudahan yang disediakan mempunyai kaitan dengan jantina, umur dan tahap pendidikan pengunjung.

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## APPROVAL SHEET

This is to certify that I have no objection to publish the project **entitle**  
**‘Visitors’ Satisfaction Toward Facilities Provided at Taman**  
**TasikMetropolitan Kepong,Kuala Lumpur’** by MohdZulhanafiShaffwan  
Bin AbGhafar has been examined and approved as a partial fulfilment of  
requirements for the degree of Bachelor of Park and Recreation Science in  
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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 An overview of recreation**

Recreation is an essential part of human life and has many different forms which are shaped naturally by individual interests or by the surrounding social construction. Recreational activities also can be communal or solitary, active or passive, outdoor or indoors, healthy or harmful, and useful for society or detrimental. (Reichheld and Sasser, 1990)

In fact, not all recreational activities can be considered wise, healthy, or socially acceptable or useful. The examples are like purple recreation that involving recreation of sex, drug, social drinking, vandalism and also gambling are not give positive impact to community. These types of recreation usually give negative impact not just to an individual but also the community surround it. Even though some of the country, this type of recreation are illegal and crossing their culture of race and religion.

## 1.2 Background

A Taman Tasik Metropolitan Kepong, Kuala Lumpur has 90 hectare is one of the largest recreational parks in Kuala Lumpur, which is often used as a recreational townspeople and villagers such as Selayang and Batu Caves. The park features a jogging track, cycling track, children's playground, football field, exercise area and a large field for kite flying. Every Saturday and Sunday, the park is filled with visitors who relax with the family, picnic, or kite flying.

Taman Tasik Metropolitan Kepong is located on the left, near the Middle Ring Road II if in the course of Selayang, Batu Caves or goes to Kepong. Many townspeople who brought their family to relax here on holiday. This is where the rest of the closest (about 20 kilometres from Kuala Lumpur) that does not require travel time to spend time together as a family.

### **1.3 Problem statement**

Nowadays people are more concerned and sensitive towards how they spend their leisure time. They usually prefer places with sufficient facilities and perfect environment. It is possible for services at these facilities to be conceived and performed by the management itself, however most of the time they fail to achieve visitor's satisfaction because they failed to assess the needs of the visitors correctly.

Taman Tasik Metropolitan Kepong was developed as recreational park and opened for the public to enjoy their week day or weekend day with family at the beautiful landscape. Taman Tasik Metropolitan Kepong area the 90 hectares urban park is located on the fringes of the city with a wide variety of recreational facilities and landscape themes. It is an extremely popular park in the evenings especially for picnics and kite enthusiasts.

Other than that, the research is important for the management to know what visitors facilities need in relation to Taman Tasik Metropolitan Kepong. This is to ensure that they will benefit from their visit to this park. The facilities provided may not be enough for visitors who are increasing from time to time. Thus, this will result a lacking of facilities which might reduce the number of visitors and quality of their overall experience while visiting the park. It is important to give the visitors maximum level of satisfaction in their recreational activities. This research also may help the responsible management to improve their quality of facilities.

Therefore, the research about visitors satisfaction towards facilities provided is needed to be conducted.

#### **1.4 Objective**

General Objectives:

To determine the visitors' level of satisfaction towards facilities provided at Taman Tasik Metropolitan Kepong, Kuala Lumpur.

The specify objective of the study are:

1. To describe visitor socio demographic backgrounds.
2. To identify visitation characteristics.
3. To compare different group of visitors socio demogaphic on satisfaction of facilities provided.

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