UNIVERSITI PUTRA MALAYSIA

FACTORS INFLUENCING VISITORS' EVALUATION OF SERVICE QUALITY IN GIANT PANDA CONSERVATION CENTRE (GPCC), ZOO NEGARA

YEE LAI LING

FH 2016 46

FACTORS INFLUENCING VISITORS' EVALUATION OF SERVICE QUALITY IN GIANT PANDA CONSERVATION CENTRE (GPCC), ZOO NEGARA

By
YEE LAI LING

A Project Report Submitted in Partial Fulfilment of the Requirements for
the Degree of Bachelor of Parks and Recreation Science in the
Faculty of Forestry
Universiti Putra Malaysia

2016

DEDICATION

Specially Dedicated To My...

Parents

Yee Fe Chuan, Won Yoke Lan

Supervisor

Dr. Shazali Bin Johari

Lecturers and Research Assistances Team

Prof. Dr. Ahmad Shuib

Associate Prof. Dr. Sridar Ramachandran

Thoo Poh Yee

Giant Panda Team

Law Kar Men

Lim Sin Yun

Siew Kar Man

And

All my dearest friends and classmates

Especially Lim Xinyee

Thank you very much!

Your advice, assistance, and guidance are much appreciated.

ABSTRACT

Giant Panda Conservation Centre (GPCC) is dedicatedly established with RM 25 million to house the giant pandas which were loaned from China to commemorate the 40 years diplomatic ties between China and Malaysia. However, service quality of GPCC is yet to be determined even though the centre has received many visitors since its establishment in the year 2014. In addition, GPCC management has no directions to enhance its service quality. Therefore, service quality study should be conducted to determine the visitors' satisfaction towards the service quality and as well to find out the factors which influence it. SERVPERF model was adopted in this study by using four points Likert Scale as the measurement. The study is targeted at school holidays' visitors who are varied in socio-demographic characteristics. By using the Statistical Package for the Social Sciences (SPSS), descriptive analysis and regression analysis have been carried out. The findings show that generally, visitors were satisfied with the service quality of GPCC. Among all the seven attributes, education / learning attribute was most satisfied whereas the consumable attribute was least satisfied from the perception of visitors. However, visitors were dissatisfied with the item "reasonable price of food and drink sold". Furthermore, visitors' re-visit intention, visitors' recommendation intention, religion, age, and sources of information were the factors that influence the satisfaction level of visitors. In short, subsequent and effective steps should be taken by the management to enhance the service quality in GPCC.

ABSTRAK

Pusat Konservasi Panda Gergasi (PKPG) ditubuhkan dengan RM 25 juta bagi menempatkan panda gergasi yang dipinjam dari China untuk memperingati 40 tahun hubungan diplomatik antara China dan Malaysia. Walau bagaimanapun, kualiti perkhidmatan dalam PKPG masih belum ditentukan walaupun pusat telah menerima ramai pengunjung sejak penubuhannya pada tahun 2014. Selain itu, pihak pengurusan PKPG juga tidak pasti dimensi untuk meningkatkan kualiti perkhidmatan PKPG. Oleh itu, kajian kualiti perkhidmatan dalam PKPG harus dijalankan untuk mengenalpasti kepuasan pengunjung terhadap kualiti perkhidmatan PKPG dan juga menentukan faktor-faktor yang mempengaruhi tahap kepuasan pengunjung. Dalam kajian ini, model SERVPERF telah diterima pakai dengan menggunakan Skala Likert empat mata sebagai pengukuran. Pengunjung cuti sekolah disasarkan sebagai responden kajian ini disebabkan kepelbagaian ciri-ciri sosio-demografi mereka. Dengan menggunakan *Statistical Package for the Social Sciences (SPSS)*, analisis deskriptif dan regresi telah dijalankan. Hasil kajian menunjukkan bahawa secara amnya, pengunjung berpuas hati dengan kualiti perkhidmatan PKPG. Dari persepsi pengunjung, antara semua atribut kualiti perkhidmatan, pengunjung paling berpuas hati dengan atribut *education / learning* dan paling kurang berpuas hati dengan atribut *consumable*. Dalam pada itu, pengunjung tidak berpuas hati dengan item "kepatutan harga makanan dan minuman yang dijual". Tambahan pula, niat pengunjung untuk melawat semula, niat pengunjung untuk menyarankan orang ramai untuk melawat ke PKPG, agama, umur, dan sumber maklumat adalah faktor-faktor yang mempengaruhi tahap kepuasan pengunjung. Pendek kata, langkah-langkah yang berkesan perlu diambil oleh pihak pengurusan untuk meningkatkan kualiti perkhidmatan di PKPG.

ACKNOWLEDGEMENTS

First of all, I would like to express my deepest appreciation to my supervisor, Dr. Shazali bin Johari for his guidance, advice, and encouragement in completing this study for my Final Year Project. Besides, I am highly delighted to thank Prof. Dr. Ahmad Shuib and Associate Prof. Dr. Sridar Ramachandran for their endless patience, suggestions, and assistance throughout the year for me to submit my Final Year Project successfully.

Furthermore, I would like to express my sincere thanks to Ms. Thoo Poh Yee for her patience and guidance in answering all my doubts, questions, and lending me a hand to pass through all the setbacks in completing this study. Moreover, I am glad to thank my giant panda teammates for their accompaniment, support, and assistance in passing through the research process together. Definitely, I would like to express my special thanks to all my dearest classmates too.

Last but not least, I would like to grab this golden opportunity to thank my beloved parents and siblings for their understanding, moral support, love, and caring throughout the four years of my bachelor degree.

Thank you very much to all of you.

APPROVAL SHEET

I certify that this research project report entitled "**Factors Influencing Visitors' Evaluation of Service Quality in Giant Panda Conservation Centre (GPCC), Zoo Negara**" by Yee Lai Ling has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Parks and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

Dr. Shazali bin Johari
Faculty of Forestry
Universiti Putra Malaysia
(Supervisor)

Prof. Dr. Mohamed Zakaria bin Hussin
Dean
Faculty of Forestry
Universiti Putra Malaysia

Date: June 2016

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

GPCC   Giant Panda Conservation Centre

NRE   Ministry of Natural Resources and Environment

RM   Ringgit Malaysia

USD   United States Dollar

WOM   Word of Mouth

CHAPTER 1

INTRODUCTION

1.1 Tourism

According to the definition by United Nations World Tourism Organization (UNWTO, 2014), tourism is an activity of social, cultural, and economic which involve the movement of people away from their ordinary surroundings to other places, destinations, or even other countries for various purposes. As such, tourism usually entails economic activities which mean that economic exchanges between suppliers and buyers of the goods and services will be triggered through tourism.

Over the years, tourism is growing vigorously and becoming one of the most significant sectors in this global. In addition, tourism is also playing a vital and principal role in stimulating the economic growth and contributing to the revenues of most nations by the visitors' expenditures during the tourism activities. According to Graham (2015), on an article of Consumer News and Business Channel (CNBC) with title "North Korea looks set to profit from tourism" on 11th November 2015, a Korean Maritime Institute researcher said that North Korea could avail the potential of tourism as a growth engine to overcome the country's poverty. Indirectly, tourism is able to lessen poverty and decrease the unemployment rate of nations for tourism is providing ample and plenty job opportunities in the tourism and its related industries which lead to the significant socio-economic development for the nation.

1

1.2   Tourism in Malaysia

Tourism in Malaysia is managed and operated by Malaysia Tourism Promotion Board (MTPB) which is normally being called as Tourism Malaysia. According to the Official Website of Tourism Malaysia, Tourism Malaysia is chaired by Mr. Wee Choo Keong and the deputy chairman is Dato' Zainol Abidin Omar. It is one of the agencies under the Ministry of Culture, Arts and Tourism. The responsibility of Tourism Malaysia is to promote and market Malaysia as an extraordinary tourism destination in the perspective of tourists, especially the international tourists. With the special and wonderful phenomenon, the nature and refreshing settings of the environment, and the multicultural attractions and festivals, Tourism Malaysia plans to enhance the tourism in Malaysia and develop tourism-related industries. Furthermore, Tourism Malaysia hopes to reduce the unemployment rate of nation with a number of career opportunities for tourism and its related industries, aims to boost the revenues of tourism in our nation with the large increment of the number and the length of stay of international tourists in Malaysia, and as well, wishes to enhance the nation economy with the vigorous development of tourism in Malaysia.

According to the statistics shown in the Tourism Malaysia official website, the tourism industry has generated RM 60.6 billion for the year of 2012 with the tourist arrivals of 25.03 million, while for the year of 2013, the receipts from the 25.72 million of tourists were contributed RM 65.4 billion to our nation. Furthermore, in the recent year of 2014, there was RM 72 billion generated from the tourism industry to our nation economy with the tourist arrivals of 27.44 million. Hence, tourism is doubtlessly one of the significant industries

2

for our nation economy development. According to the Central Intelligence Agency, the considerable revenue generation for the year of 2014 was contributed partly to the 56.1% of the services sector from the total Gross Domestic Product (GDP) of Malaysia by sector of origin (The World Factbook, n.d.). For Malaysia tourism industry, apart from the existing tourist attractions and destinations which contribute to the nation revenue, one of the new attractions in Malaysia in the year 2014 is the new launching of a pair of adorable giant pandas, Fu Wa and Feng Yi from China which arrived in Malaysia on 21st May 2014 and will be loaned in Malaysia for 10 years to commemorate the 40 years of diplomatic ties between China and Malaysia on 31st May 2014.

1.3   Zoo

Zoo is the abbreviation of a zoological park. According to one of the publications of Department for Environment, Food and Rural Affairs (2012) of United Kingdom, that is "Zoo Licensing Act 1981: Guide to the Act's provisions", a zoo can be defined as the establishment where the wild animals are kept and exhibited to the public. Apart from that, a zoo is also an area that accommodating and housing the animals for exhibitions and also other purposes.

According to an article with the title "What is the role of modern zoos?" on 26th June 2011, zoos are having vital roles in conservation and environmental education, doubtlessly. Another word, zoos can be an occasion for the visitors to educate their children, especially on the conservation values while having their enjoyable moments with the animals. Besides, zoos are

3

providing a comfortable and safe place for the wild animals to live on, and at the same time, it is also the place for the visitors to enjoy watching the animals in a natural environment which they are finding hard to have this kind of opportunity during their daily life. Apart from that, animals in the zoo are protected and conserved with the complete facilities and the care of experienced staffs to ensure the animals' well-being besides to increase the numbers of animals' species.

1.4 Zoos in Malaysia

To date, there are three main zoos in Malaysia. The first and largest zoo in Malaysia is Zoo Negara which is located in Kuala Lumpur and is the national zoo for Malaysia. The second largest is Zoo Melaka. It is located at Melaka and occupied an area of 21.8 hectares which is less than half of the area of Zoo Negara, Kuala Lumpur. However, for the third largest zoo in Malaysia, it is located at Perak and only has the area of 13.7 hectares, which is Zoo Taiping.

Apart from these three main zoos in Malaysia, there are actually abundant of establishments of zoos all around the entire east and west Malaysia. From the east Malaysia, there are Green Connection Aquarium and Lok Kawi Wildlife Park at Sabah, Turn Red Mini Zoo and Jong Crocodile Farm at Sarawak. While for the west Malaysia, some of the well-known examples of zoo establishments are Aquaria KLCC, Kuala Lumpur Butterfly Park, Langkawi Underwater World, Cameron Highlands Honey Bee Farm, and Penang Bird Park.

4

1.5   Zoo Negara

According to the Zoo Negara official website, Zoo Negara is the first zoo in Malaysia and has the vision to become the prime zoological parks and aquarium of the world and devotes to the five values, which are conservation, recreation, education, training, and research of abundant species of animals and plants in Zoo Negara. To date, Zoo Negara has 476 species of mammals, birds, reptiles, amphibians, and fish now, and it is the house for more than 5137 specimens.

To commemorate the 40 years diplomatic relationships between China and Malaysia, the two nations have signed an agreement for loaning a pair of giant pandas to Malaysia for ten years. Consequently, for housing the two giant pandas, rather than Putrajaya Wetlands Park, Zoo Negara was successfully being selected by the parliament to be the more suitable location for its better facilities and equipment to provide the best care for the giant pandas along with the well-trained staffs.

1.6 Giant Panda Conservation Centre (GPCC)

Giant Panda Conservation Centre (GPCC) is specially constructed in Zoo Negara to house the pair of eight years old giant pandas, Fu Wa and Feng Yi. According to Shagar and Yu (2013), in an article in The Star Online with the title "Zoo Negara to house pandas" on 17th January 2013, Natural Resources and Environment (NRE) Former Minister, Datuk Seri Douglas Uggah Embas mentioned that the total spending of GPCC construction is RM 25 million where RM 10 million would be forked out from the government while the other RM 15 million would be from the 1 Malaysia Development Berhad (1MDB).

The exhibition area of GPCC was completed with the cultivation of giant pandas' favourite bamboo with strong air-conditioned which kept the entire enclosure below 24°C to emulate the original home of giant pandas in Sichuan province in China. Furthermore, the entire GPCC is completed with the necessary facilities and equipment to ensure the healthy, safety, and comfort of giant pandas in providing them with the best care in their second home, Malaysia. However, the giant pandas' maintenance cost will be bear by Zoo Negara, which is around RM 60,000 per month. The main revenue for the GPCC is the entrance fees of the visitors which are listed in Table 1.

Table 1: Entrance fee of Giant Panda Conservation Centre (GPCC)

No.	Category	Malaysian	Non-Malaysian
1.	Adult	RM 22	RM 32
2.	Children	RM 11	RM 16
3.	Senior Citizen	RM 11	RM 32

Source: Zoo Negara Official Website

6

1.7   Giant Pandas and Panda Cub in Malaysia

A pair of adorable eight years old giant pandas was loaned in Malaysia since 21st May 2014 for a period of ten years. The historical Malaysia-China Giant Panda International Conservation Agreement programme was signed between YBhg. Dato' Abdul Rasid Samsudin (Director General of the Department of Wildlife and National Parks Peninsular Malaysia who represents the Malaysia Government) and Mr. Zang Chunlin (Secretary General of China Wildlife Conservation Association) under the Giant Panda International Cooperation Project.

The two giant pandas were previously named Fu Wa and Feng Yi in China which were given the local names by Prime Minister of Malaysia, Datuk Seri Najib Razak as Xing Xing (prosperity) for the male giant panda and Liang Liang (pretty) for the female respectively to reflect its Malaysian identity.

In *The IUCN Red List of Threatened Species 2008*, giant panda with its specific name of *Ailuropoda melanoleuca* is assessed by Lü, Wang, and Garshelis (2008) as its conservation status of "Endangered (EN)". Therefore, the presence of Xing Xing and Liang Liang in Malaysia actually hopes to increase the number of giant pandas and to enhance the public awareness on the conservation of giant pandas as our nation contribution in the effort of global giant panda conservation. Furthermore, giant pandas' arrival in Malaysia as well eases the visitors who wish to have their glimpse at giant panda creatures in real. For the time being, visitors just have to visit GPCC in Zoo Negara, but not flying oversea to China barely for that purpose.

On the 18th August 2015, Liang Liang successfully gave birth to a cub and according to Cheng (2016), the panda cub was finally got its local name as Nuan Nuan on 7th April 2016 which has the meaning of warm and friendliness and at the same time, best reflects the relationship between China and Malaysia. Surprisingly, the birth of the Nuan Nuan has broken the record as the first in the world for being reproduced within 15 months of the captivity of Xing Xing and Liang Liang after the 18 months record from Japan. According to Arukesamy (2015), the Minister of NRE, Datuk Seri Wan Junaidi Tuanku Jaafar said that although the panda cub was born in Malaysia, it still belongs to China and will be returned to China once it's two years old. Furthermore, for the panda cub born in Malaysia, Malaysia has to pay RM 2.5 million (USD 600,000) to China as in the agreement signed between the two countries.

1.8   Problem Statement

Mukhles's study (2013) shows that service quality has a significant influence on the overall visitors' satisfaction. For this, according to Mr. Akmal Hadi bin Samsuddin (Personal Communication, October 08, 2015) who is one of the staffs in GPCC, they didn't receive any complaint from visitors regarding the service quality in GPCC. Hence, it means that visitors are satisfied generally. However, the satisfaction of visitors on the specific service quality attributes is still needed to be determined. Besides, Harrison and Shaw (2004) say that improving the service quality to enhance visitors' satisfaction is a need all the time. In fact, the reason why we need to ascertain the satisfaction level of visitors is because the visitors' satisfaction is vital in determining the sustainability of tourism business (Gursoy, McCleary, and Lepsito, 2007).

A previous study was done by Bahari (2015) on the "Performance of Services and Facilities in Zoo Negara, Malaysia" shows that the visitors were not satisfied with the services and facilities provided in Zoo Negara indicated by the overall mean which had the negative value (-0.25). However, from the study, in terms of the level of visitors' satisfaction, visitors were still satisfied but just the level of satisfaction was low. Therefore, there is a need to ascertain the visitors' perception of the service quality in GPCC.

Another study was done by Thoo (2015) on the "Visitors' Satisfaction Towards Facilities of the GPCC, Zoo Negara" shows that the visitors were satisfied on the facilities provided in GPCC, yet Thoo (2015) suggested that, due to the time constraint in the study, related study should be carried out for longer data collection period in which the school holidays should be covered to ensure the richness of the data. This is because the visitors in normal days are mainly from Klang Valley whereas the visitors in school holidays are probably varying in their socio-demographic characteristics and having different perceptions on the service quality in GPCC.

However, another study was done by Aziz (2015) on the "Importance-Performance of Facilities and Services at GPCC" shows that there were negative gaps between the importance and performance of the 21 facilities and services attributes measured which means that facilities and services provided were yet to meet the visitors' expectation. From the Importance-Performance Analysis that Aziz (2015) done, there were only 2 attributes out of 21 attributes that located in the quadrant of "Concentrate Effort Here"

whereas the other attributes are located in the quadrant of "Keep Up the Good Work". However, data for the study only been collected during weekdays, weekends, and public holidays in which long school holidays were not managed to be collected for the study. In addition, Aziz (2015) recommends that related study should be done from time to time in order to ensure the best facilities and services provided and to enhance the visitors' satisfaction at the highest level all the time.

According to the study of Cheng and Wan (2012), the perception of service quality between the tourists and residents are significantly different. Therefore, in the case of GPCC, a study on the perceptions of the service quality from school holidays' visitors which believed will have a more distinct and variety data on socio-demographics should be done in order for the GPCC management to adjust and manage the service quality in GPCC. This is because the difficulties in providing a high service quality will be reduced if the management is knowledgeable about the visitors' perception and definition of the quality service which in turn direct and enable the management to invest efforts and resources appropriately and accurately to enhance the positive experiences, memories, and outcomes of visitors (Tsitskari, Tsiotras, and Tsiotras, 2006).

With the certainty of visitors' satisfaction towards service quality in GPCC, the management can enhance the success of GPCC in providing optimum services to the visitors regarding the giant pandas watching for these ten years in Zoo Negara. If the visitors are satisfied with their visitation

experiences in GPCC, they have a high tendency to return to GPCC for repeat visitations due to their loyalty towards GPCC. Furthermore, they probably have the will to recommend and share with their families and friends through the positive word of mouth (WOM) recommendation which helps to promote GPCC and to attract the new visitors too. The visitations of the repeat visitors and the new visitors are the principal source of revenue generation for GPCC. Although there is yet to receive any complaints regarding the service quality in GPCC, this study is as well as a means of Opportunity for Improvement (OFI) for the management of GPCC to provide the highest level of service quality for the precious visitors.

1.9 Objectives

The main objective of this study is to assess the satisfaction of school holidays' visitors towards the service quality of Giant Panda Conservation Centre (GPCC), Zoo Negara. The specific objectives are listed below:

a) To identify the socio-demographic of school holidays' visitors of GPCC.

b) To determine the satisfaction level of school holidays' visitors towards the service quality of GPCC.

c) To determine the factors that influence the satisfaction level of school holidays' visitors towards the service quality.

11

1.10   Justification

This study will be conducted to determine the perceptions of school holidays' visitors on the service quality in Giant Panda Conservation Centre (GPCC), Zoo Negara. This study will help the management to know the current satisfaction level of the school holidays' visitors in GPCC so that the management can take subsequent and appropriate steps such as revise the current policy and make some improvements accordingly in order to provide the highest service quality to the visitors as a means to ensure and enhance their satisfaction. This is because the certainty of visitors' satisfaction will result in the visitors' loyalty towards GPCC and visitors' positive word of mouth (WOM) recommendation to their friends and families, and as well, arrivals of new visitors to GPCC as the revenue generation for GPCC for the ten years agreement of giant pandas in Malaysia. On the other aspect, the findings of this study will as well provide theoretical implications to enhance and improve the service quality model used in this study, SERVPERF.

REFERENCES

Amin, M., Yahya, Z., Ismayatim, W. F. A., Nasharuddin, S. Z., & Kassim, E. (2013). Service quality dimension and customer satisfaction: An empirical study in the Malaysian hotel industry. *Services Marketing Quarterly*, *34*(2), 115-125.

Andale. (2016). *Stepwise regression*. Retrieved from http://www.statisticshowto.com/stepwise-regression/

Arukesamy, K. (2015). *Malaysia to pay China US$ 600,000 for each panda cub born here.* Retrieved from http://www.thesundaily.my/news/1558346

Aziz, A. F. A. (2015). *Importance-performance of facilities and services at GPCC*. Unpublished degree's thesis, Universiti Putra Malaysia, Malaysia.

Bahari, N. M. (2015). *Performance of services and facilities in Zoo Negara, Malaysia.* Unpublished degree's thesis, Universiti Putra Malaysia, Malaysia.

Cameran, M., Moizer, P., & Pettinicchio, A. (2010). Customer satisfaction, corporate image, and service quality in professional services. *The Service Industries Journal*, *30*(3), 421-435.

Carman, J. M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions. *Journal of Retailing*, *66*(1), 33-55.

Central Intelligence Agency. (n.d.). *The world factbook*. Retrieved from https://www.cia.gov/library/publications/the-world-factbook/geos/my.html

Cheng, I. M., & Wan, Y. K. P. (2012). Service quality of Macao museums. *Journal of Quality Assurance in Hospitality and Tourism*, *13*(1), 37-60.

Cheng, N. (2016). *Malaysian-born baby panda named 'Nuan Nuan'*. Retrieved from http://www.thestar.com.my/news/nation/2016/04/07/baby-panda-named/

Crilley, G. (2008). Visitor service quality attributes at Australian botanic gardens: Their use in predicting behavioural intentions. *Annals of Leisure Research*, *11*(1-2), 20-40.

Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, *56*(3), 55-68.

Deoskar, A. A. (2011). *A study of mobile services from customer's perspective.* Unpublished doctoral dissertation, Savitribai Phule Pune University, India. Retrieved from http://ietd.inflibnet.ac.in/handle/10603/1997

Department for Environment, Food and Rural Affairs. (2012). *Zoo Licensing Act 1981: Guide to the Act's provisions*. Retrieved from https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/69595/zoo-licensing-act-guide.pdf

Department of Statistics Malaysia Official Website. (2015). *Population distribution and basic demographic characteristic report 2010.* Retrieved from https://www.statistics.gov.my/index.php?r=column/ctheme&menu_id=L0pheU43NWJwRWVSZklWdzQ4TlhUUT09&bul_id=MDMxdHZjWTk1SjFzTzNkRXYzcVZjdz09

Explorable (2009). *Judgmental sampling.* Retrieved from https://explorable.com/judgmental-sampling

Explorable (2010). *Descriptive statistics.* Retrieved from https://explorable.com/descriptive-statistics

Flom, P. (2012). *Peter Flom's Statistics 101: Which kind of regression model should I choose?* Retrieved from http://www.statisticalanalysisconsulting.com/peter-floms-statistics-101-which-kind-of-regression-model-should-i-choose/

Frost, J. (2013). *How to interpret regression analysis results: P-values and coefficients.* Retrieved from http://blog.minitab.com/blog/adventures-in-statistics/how-to-interpret-regression-analysis-results-p-values-and-coefficients

Frost, J. (2013). *Regression analysis: How do I interpret R-squared and assess the goodness-of-fit?* Retrieved from http://blog.minitab.com/blog/adventures-in-statistics/regression-analysis-how-do-i-interpret-r-squared-and-assess-the-goodness-of-fit

Ganguli, S., & Roy, S. K. (2013). Conceptualisation of service quality for hybrid services: A hierarchical approach. *Total Quality Management and Business Excellence, 24*(9-10), 1202-1218.

Geva, A., & Goldman, A. (1991). Satisfaction measurement in guided tours. *Annals of Tourism Research*, *18*(2), 177-185.

Giant pandas getting more intimate at Zoo Negara. (2015, June 26). Retrieved from http://www.thestar.com.my/news/nation/2015/06/26/giant-pandas-getting-more-intimate-at-zoo-negara/

Gil, S. M., Hudson, S., & Quintana, T. A. (2006). The influence of service recovery and loyalty on perceived service quality: a study of hotel customers in Spain. *Journal of Hospitality and Leisure Marketing*, *14*(2), 47-68.

Graham, L. (2015). *North Korea looks set to profit from tourism.* Retrieved from http://www.cnbc.com/2015/11/11/north-korea-looks-set-to-profit-from-tourism.html

Grobelna, A., & Marciszewska, B. (2013). Measurement of service quality in the hotel sector: The case of Northern Poland. *Journal of Hospitality Marketing and Management*, *22*(3), 313-332.

Gursoy, D., McCleary, K. W., & Lepsito, L. R. (2007). Propensity to complain: Effects of personality and behavioral factors. *Journal of Hospitality and Tourism Research*, *31*(3), 358-386.

Harrison, P., & Shaw, R. (2004). Consumer satisfaction and post-purchase intentions: An exploratory study of museum visitors. *International Journal of Arts Management*, *6*(2), 23–32.

Harr, K. K. L. (2008). *Service dimensions of service quality impacting customer satisfaction of fine dining restaurants in Singapore*. Unpublished master's thesis, University of Nevada, Las Vegas. Retrieved from http://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=1687&context=thesesdissertations

Huo, Y., & Miller, D. (2007). Satisfaction measurement of small tourism sector (museum): Samoa. *Asia Pacific Journal of Tourism Research*, *12*(2), 103–117.

Kabir, M. H., & Carlsson, T. (2010). *Service quality – expectations, perceptions and satisfaction about service quality at destination Gotland – a case study*. Unpublished master's thesis, Gotland University, Sweden. Retrieved from http://www.diva-portal.org/smash/get/diva2:351192/FULLTEXT01.pdf

Kellert, S. R., & Berry, J. K. (1987). Attitudes, knowledge, and behaviors toward wildlife as affected by gender. *Wildlife Society Bulletin (1973-2006)*, *15*(3), 363–371.

Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, *38*(3), 260-269.

Krejcie, R. V., & Morgan, D. W. (1970). Table for determining sample size from a given population. *Educational and Psychological Measurement*, *30,* 607-610.

Lee, M. J., Lee, S., & Joo, Y. M. (2015). The effects of exhibition service quality on exhibitor satisfaction and behavioral intentions. *Journal of Hospitality Marketing and Management, 24*(7), 683-707.

Lee, Y. K., Lee, Y. J., & Park, D. H. (2000). An analysis of gap of hotel service quality and customer satisfaction. *International Journal of Tourism Sciences, 1*(1), 127-136.

Lim, Y. J., Kim, H. K., & Lee, T. J. (2016). Visitor motivational factors and level of satisfaction in wellness tourism: Comparison between first-time visitors and repeat visitors. *Asia Pacific Journal of Tourism Research, 21*(2), 137-156.

Lü, Z., Wang, D., & Garshelis, D. L. (2008). *Ailuropoda melanoleuca. The IUCN Red List of Threatened Species 2008*: e.T712A13069561. http://dx.doi.org/10.2305/IUCN.UK.2008.RLTS.T712A13069561.en.

Mazis, M. B., Ahtola, O. T., & Klippel, R. E. (1975). A comparison of four multi-attribute models in the prediction of consumer attitudes. *Journal of Consumer Research, 2*(1), 38–52.

McLeod, S. A. (2008). *Likert scale*. Retrieved from www.simplypsychology.org/likert-scale.html

Mukhles, A. A. (2013). Service quality and its impact on tourist satisfaction. *Interdisciplinary Journal of Contemporary Research Business, 4*(12), 164-177.

Naidoo, P., Ramseook-Munhurrun, P., & Seegoolam, P. (2011). An assessment of visitor satisfaction with nature-based tourism attractions. *International Journal of Management and Marketing Research*, *4*(1), 87-98.

Naik, C. K., Gantasala, S. B., & Prabhakar, G. V. (2010). Service quality (SERVQUAL) and its effect on customer satisfaction in retailing. *European Journal of Social Sciences, 16*(2), 231-243.

Official Website of Saint Louis Zoo. (n.d.). Retrieved from http://www.stlzoo.org/about/whyzoosmatter/

Official Website of Tourism Malaysia. (n.d.). Retrieved from http://www.tourism.gov.my/about-us/about-tourism-malaysia

Official Website of Zoo Negara. (n.d.). Retrieved from http://www.zoonegaramalaysia.my/zoo.html

Oliver, R. L. (1993). A conceptual model of service quality and service satisfaction: Compatible goals, different concepts. *Advances in Services Marketing and Management, 2*(4), 65-85.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 41-50.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL – a multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing, 64*(1), 12-40.

Prakash, A., & Mohanty, R. P. (2013). Understanding service quality. *Production Planning and Control, 24*(12), 1050-1065.

Said, A., Shuib, A., Ayob, N., & Yaakub, F. (2013). An evaluation of service quality from visitors' perspectives: The case of Niah National Park in Sarawak. *International Journal of Business and Society, 14*(1), 61-78.

Saravanan, R., & Rao, K. S. P. (2007). Measurement of service quality from the customer's perspective – an empirical study. *Total Quality Management and Business Excellence, 18*(4), 435-449.

Schneider, A., Hommel, G., & Blettner, M. (2010). Linear regression analysis: Part 14 of a series on evaluation of scientific publications. *Deutsches Ärzteblatt International, 107*(44), 776–782.

Shagar, L. K., & Yu, J. (2013). *Zoo Negara to house pandas.* Retrieved from http://www.thestar.com.my/News/Nation/2013/01/17/Zoo-Negara-to-house-pandas/

Shahin, A., & Janatyan, N. (2011). Estimation of customer dissatisfaction based on service quality gaps by correlation and regression analysis in a travel agency. *International Journal of Business and Management, 6*(3), 99-108.

Thoo, P. Y. (2015). *Visitors' satisfaction towards facilities of the GPCC, Zoo Negara.* Unpublished degree's thesis, Universiti Putra Malaysia, Malaysia.

Tian-Cole, S., & Cromption, J. (2003). A conceptualization of the relationships between service quality and visitor satisfaction, and their links to destination selection. *Leisure Studies*, *22*(1), 65-80.

Tian-Cole, S., Crompton, J. L., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research, 34*(1), 1-24.

Tomas, S., Scott, D., & Crompton, J. (2002). An investigation of the relationships between quality of service performance, benefits sought, satisfaction and future intention to visit among visitors to a zoo. *Managing Leisure*, *7*(4), 239-250.

Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of Marketing Research*, *25*(2), 204–212.

Tsitskari, E., Tsiotras, D., & Tsiotras, G. (2006). Measuring service quality in sport services. *Total Quality Management and Business Excellence*, *17*(5), 623-631.

United Nations World Tourism Organization. (2014). *Glossary of tourism terms*. Retrieved from https://s3-eu-west-1.amazonaws.com/staticunwto/Statistics/Glossary+of+terms.pdf

Weber, K., & Roehl, W. S. (2001). Service quality issues for convention and visitor bureaus. *Journal of Convention and Exhibition Management, 3*(1), 1-19.

What is the role of modern zoos? (2011). Retrieved from http://perthzoo.wa.gov.au/about-us/faq/general-zoo-questions/what-is-the-role-of-modern-zoos/

Wolak, R., Kalafatis, S., & Harris, P. (1998). An investigation into four characteristics of services. *Journal of Empirical Generalisations in Marketing Science, 3*(2), 22-43.

Wu, H. C., & Li, T. (2015). An empirical study of the effects of service quality, visitor satisfaction, and emotions on behavioral intentions of visitors to the museums of Macau. *Journal of Quality Assurance in Hospitality and Tourism, 16*(1), 80-102.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing, 60*(2), 31-46.