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 Assistsances 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

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.
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

DEDICATION ii
ABSTRACT iii
ABSTRAK iv
ACKNOWLEDGEMENTS v
APPROVAL SHEET vi
LIST OF TABLES ix
LIST OF FIGURES xi
LIST OF ABBREVIATIONS xii

CHAPTER
1 INTRODUCTION 1
   1.1 Tourism 1
   1.2 Tourism in Malaysia 2
   1.3 Zoo 3
   1.4 Zoos in Malaysia 4
   1.5 Zoo Negara 5
   1.6 Giant Panda Conservation Centre (GPCC) 6
   1.7 Giant Pandas and Panda Cub in Malaysia 7
   1.8 Problem Statement 8
   1.9 Objectives 11
   1.10 Justification 12

2 LITERATURE REVIEW 13
   2.1 Review of Related Studies 13
   2.2 Review of Service Quality Satisfaction Measurement 21

3 METHODOLOGY 25
   3.1 Study Area 25
   3.2 Satisfaction Theory 27
   3.3 Study Framework 28
   3.4 Scale of Measurement 29
   3.5 Sample Size 31
   3.6 Sampling Technique 32
   3.7 Questionnaire 33
   3.8 Data Analysis 34

4 RESULTS AND DISCUSSION 38
   4.1 Visitors’ Socio-Demographic Background 38
      4.1.1 Nationality of Visitors 38
      4.1.2 Gender of Visitors 39
      4.1.3 Age of Visitors 40
      4.1.4 Marital Status of Visitors 41
      4.1.5 Ethnic Group of Visitors 41
      4.1.6 Religion of Visitors 42
      4.1.7 Education Level of Visitors 43
      4.1.8 Occupation of Visitors 44
      4.1.9 Gross Monthly Salary of Visitors 45
## LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Entrance fee of Giant Panda Conservation Centre (GPCC)</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Literature review from various authors</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>The most common attributes used in satisfaction towards service quality studies</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>Distribution of respondents in GPCC by nationality</td>
<td>39</td>
</tr>
<tr>
<td>5</td>
<td>Distribution of respondents in GPCC by gender</td>
<td>39</td>
</tr>
<tr>
<td>6</td>
<td>Distribution of respondents in GPCC by age group</td>
<td>40</td>
</tr>
<tr>
<td>7</td>
<td>Distribution of respondents in GPCC by marital status</td>
<td>41</td>
</tr>
<tr>
<td>8</td>
<td>Distribution of respondents in GPCC by ethnicity</td>
<td>42</td>
</tr>
<tr>
<td>9</td>
<td>Distribution of respondents in GPCC by religion</td>
<td>43</td>
</tr>
<tr>
<td>10</td>
<td>Distribution of respondents in GPCC by education level</td>
<td>44</td>
</tr>
<tr>
<td>11</td>
<td>Distribution of respondents in GPCC by occupation</td>
<td>45</td>
</tr>
<tr>
<td>12</td>
<td>Distribution of respondents in GPCC by range of gross monthly salary</td>
<td>46</td>
</tr>
<tr>
<td>13</td>
<td>Distribution of respondents in GPCC by mode of transportation</td>
<td>47</td>
</tr>
<tr>
<td>14</td>
<td>Distribution of respondents in GPCC by method of reaching GPCC</td>
<td>48</td>
</tr>
<tr>
<td>15</td>
<td>Distribution of respondents in GPCC by accompaniment</td>
<td>49</td>
</tr>
<tr>
<td>16</td>
<td>Distribution of respondents in GPCC by sources of information</td>
<td>50</td>
</tr>
<tr>
<td>17</td>
<td>Distribution of respondents in GPCC by number of visits</td>
<td>51</td>
</tr>
<tr>
<td>18</td>
<td>Distribution of respondents in GPCC by main purpose of visit</td>
<td>51</td>
</tr>
<tr>
<td>19</td>
<td>Distribution of respondents in GPCC by recommendation intention</td>
<td>52</td>
</tr>
<tr>
<td>Table</td>
<td>Description</td>
<td>Page</td>
</tr>
<tr>
<td>--------</td>
<td>------------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>20</td>
<td>Distribution of respondents in GPCC by re-visit intention</td>
<td>53</td>
</tr>
<tr>
<td>21</td>
<td>Mean and percentage of satisfaction level towards service quality of the GPCC from the highest to the lowest</td>
<td>56</td>
</tr>
<tr>
<td>22</td>
<td>Results of regression analysis</td>
<td>59</td>
</tr>
<tr>
<td>23</td>
<td>Satisfaction score of types of visitors according to the factors identified</td>
<td>61</td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Giant Panda Conservation Centre (GPCC) in Zoo Negara</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Conceptual framework of this study</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>Example of Individual Loyalty Rewards Card</td>
<td>66</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>GPCC</td>
<td>Giant Panda Conservation Centre</td>
<td></td>
</tr>
<tr>
<td>NRE</td>
<td>Ministry of Natural Resources and Environment</td>
<td></td>
</tr>
<tr>
<td>RM</td>
<td>Ringgit Malaysia</td>
<td></td>
</tr>
<tr>
<td>USD</td>
<td>United States Dollar</td>
<td></td>
</tr>
<tr>
<td>WOM</td>
<td>Word of Mouth</td>
<td></td>
</tr>
</tbody>
</table>
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.
1.2 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
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
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.
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 24ºC 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>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Malaysian</th>
<th>Non-Malaysian</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Adult</td>
<td>RM 22</td>
<td>RM 32</td>
</tr>
<tr>
<td>2.</td>
<td>Children</td>
<td>RM 11</td>
<td>RM 16</td>
</tr>
<tr>
<td>3.</td>
<td>Senior Citizen</td>
<td>RM 11</td>
<td>RM 32</td>
</tr>
</tbody>
</table>

Source: Zoo Negara Official Website
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.
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


