



UNIVERSITI PUTRA MALAYSIA

***VISITOR'S SATISFACTION TOWARDS FACILITIES IN PERDANA
BOTANICAL GARDEN, KUALA LUMPUR***

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**VISITOR'S SATISFACTION TOWARDS FACILITIES IN PERDANA BOTANICAL
GARDEN, KUALA LUMPUR**

By

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**A Project Report Submitted in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Park and Recreation Sciences in the Faculty of Forestry
Universiti Putra Malaysia**

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Special dedicated to:

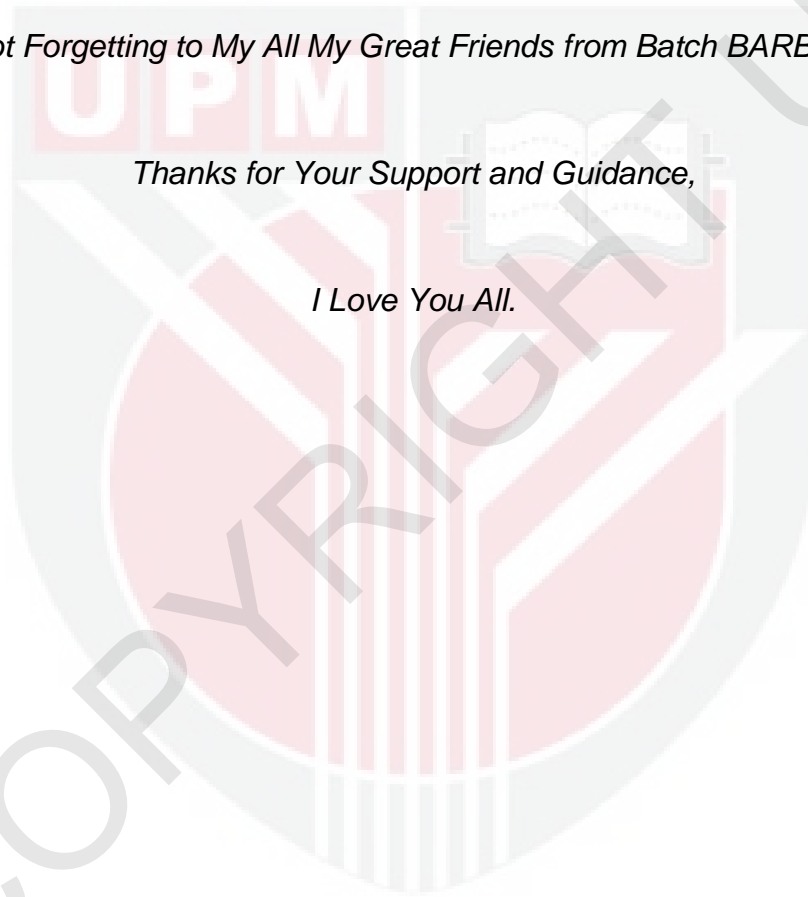
My beloved Dad and Mum, My Brothers and all My Family That Direct and Undirectly Involved in Completing This Research,

Thanks for Your Underlying Love and Concern to Me.

Not Forgetting to My All My Great Friends from Batch BARBET,

Thanks for Your Support and Guidance,

I Love You All.



ABSTRACT

Visitor's satisfaction towards the facilities provided is important for the management in order to satisfy visitors in Perdana Botanical Garden. This study was conducted in order to determine visitor's satisfaction towards facilities in Perdana Botanical Garden and also to determine the influencing factors towards visitor's satisfaction in the area. A questionnaire together with a convenience sampling technique was used to collect this data in this study. Visitors were most satisfied with the attractive view of the surrounding with the highest mean which is 4.28. There was only one facility that showed low mean of satisfaction which is food stall provide in the park area. So we considered this as a small problems faced by the management of the park area. In general, facilities provided in this park were performed well. Based, on the results, we can see the facilities that visitors satisfied or unsatisfied and also which facilities need an action for upgrading their performances.

ABSTRAK

Kepuasan pengguna terhadap kemudahan yang disediakan adalah penting untuk perancangan yang teratur dalam usaha untuk menghasilkan kepuasan kepada pengguna di Taman Botani Perdana. Kajian ini telah dijalankan dengan tujuan untuk mengenalpasti kepuasan pengguna terhadap kemudahan di Taman Botani Perdana dan juga untuk mengenalpasti faktor yang mempengaruhi kepuasan pengguna di kawasan tersebut. Satu bentuk borang kaji selidik dengan teknik persampelan mudah telah digunakan untuk mengutip data di dalam kajian ini. Pengguna amat berpuashati dengan pemandangan yang menarik di kawasan sekeliling taman dengan purata kepuasan tertinggi iaitu 4.28. Manakala, terdapat satu kemudahan yang menunjukkan purata kepuasan yang rendah iaitu gerai makanan yang disediakan. Jadi, kita boleh beranggapan bahawa ini adalah satu masalah yang kecil bagi pihak pengurusan taman. Amnya, kemudahan dan aktiviti yang disediakan di kawasan ini adalah baik. Berdasarkan hasil kajian, kita dapat melihat kemudahan dan aktiviti yang pengunjung berpuashati dan tidak berpuashati dan juga yang memerlukan tindakan untuk meningkatkan prestasi mereka.

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APPROVAL SHEET

I certify that this research project report entitled “**VISITOR’S SATISFACTION TOWARDS FACILITIES IN PERDANA BOTANICAL GARDEN, KUALA LUMPUR**” by **Syakir Junaidi Abdul Manan** has been examined and approved as a partial fulfillment of the requirements of the degree of Bachelor of Park and Recreation Sciences in Faculty of Forestry, University Putra Malaysia.

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CHAPTER ONE

INTRODUCTION

1.1 General Background

Relieving stress, increase self-expression and helps to attain satisfaction in life is what we get from doing recreation activities. In addition, recreation plays an important role in the modern living; this is because it's a major social, educational, cultural and physical necessity in the lives of children, adolescent and adult. It also promotes family cohesiveness, helps to create a dynamic society and increase national solidatary (Butler, 1967).

Recreation is also essential part to fill up the leisure time and it can be in various different form which are shaped trough the surrounding society or naturally by individual interest. According Reichheld and Sasser (1990), recreation activities also can be active or passive, healthy or harmful, useful to society or detrimental, communal or solitary and indoor or outdoor.

The setting of recreation facilities in term of their own location and type is a must in a well-developed recreation area. The recreation areas can be fully utilized based on their sizes and location and also, the way of the management to attract the visitor to come to the park by set up the recreation area look interesting (Butler, 1967). The number of the facilities should be enough and the qualities of the facilities provided should meet with visitor's expectation. The facilities and activities provided served to attract visitors to revisit the place.

Besides that, the activities provided should be interesting and suitable for all age level.

The experience of using a product at least as good as it was supposed to be an evaluation of satisfaction (Hunt and Brooks, 1977). By that, the quality of facilities which is included are level of cleanliness, number of facilities, facilities conditions, and attractiveness of surrounding area can be the factor to influences the satisfaction of visitor.

Hence, the analysis on satisfaction level among visitors is useful in the process of formulating strategies for marketing, management and for future development plan of tourism destination.

1.2 Problem Statement

People are attracted and visit to recreational parks because of the facilities and activities provided there. The provocation of greenery and relaxing environment in recreational park makes people interested and willing to spend their leisure time there. So, the facilities and activities provided in the recreational must fulfill visitor's satisfaction level in aspects of suitability of activities cleanliness, strategic location of facilities, variety of activity, safety aspects, and good maintenance. With a good setup of facilities and activities in the park will give visitors a better satisfaction level and it will influence visitors to come again next time. It is also can prevent the conflict between the users that come to the park because the arrangement of activities site within the park is very crucial.

In addition, although management provides has good facilities, it is quite difficult to measure the visitors satisfaction level towards facilities provided. Therefore, a study or survey needs to be conducted in order to obtain information about participation of visitors in activities and usage of facilities. The information about the suitable improvement towards facilities and activities need to be identified in order to know what visitors need. Moreover, during the weekend there are many visitors coming to Perdana Botanical Garden. Thus, this survey should be able to help the management to understand the visitors needs and to get acknowledgement whether the facilities and activities provided are good enough.

1.3 Objective

The general objective for this study is to determine visitor's satisfaction towards facilities in Perdana Botanical Garden, Kuala Lumpur.

The specific objective of this study was:

- To identify the level of satisfaction in using park facilities at Perdana Botanical Garden, Kuala Lumpur.
- To identify the most facilities preferred by user at Perdana Botanical Garden, Kuala Lumpur.

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