



***CUSTOMER SATISFACTION INDEX AT RADAK ADVENTURE CAMP:
FACILITES AND SERVICES***

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**CUSTOMER SATISFACTION INDEX AT RADAK ADVENTURE CAMP:
FACILITES AND SERVICES.**

By

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the Degree of Bachelor Park and Recreation Science in the
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DEDICATION

This thesis is special dedicated to:
My beloved parent, Marhaini bt. Mad Noh,
My siblings, brothers and sisters,
My lecturers and friends

Thank you for your concern, understanding, supporting and guidance to
complete the thesis.

ABSTRACT

Facilities and services are considered as the basic needs of the tourist when they are visiting a place of interest to them. Therefore, understanding their level of satisfaction are important to improve and provide better facilities and services. The study identifies the satisfaction level towards the facilities and services at Radak Adventure Camp, Gopeng, Perak. The study also compared the satisfaction level based on the socio-demographic and trip characteristics of the respondents. A total of 100 visitors answered the questionnaire during the data collection that was conducted in January and February of 2019. Descriptive analysis, satisfaction index (SI), *t*-test analysis, and Chi-square were used to analyze the data. Results shows that, most visitors were satisfied with the facilities and services provided at Radak Adventure Camp. Gender, nationality and frequency of visits are significant socio-demographic and trip characteristics that influenced satisfaction level among visitors. It was recommended that, the management will need to manage and maintains the facilities to increase the number of repeat visitors and improve services to increase satisfaction level among the visitors. Specifically, the management of the place will need to improve the facilities and services for more comfortable of the visitor and increase the visitor satisfaction level.

ABSTRAK

Kemudahan dan perkhidmatan adalah keperluan asas bagi pelancong ketika mereka melancong ke tempat pilihan yang menarik bagi mereka. Oleh itu, memahami tahap kepuasan mereka adalah penting untuk memperbaiki dan menyediakan kemudahan dan perkhidmatan yang lebih baik. Kajian ini mengenal pasti tahap kepuasan terhadap kemudahan dan perkhidmatan di Radak Adventure Camp, Gopeng, Perak. Kajian ini juga membandingkan tahap kepuasan berdasarkan ciri sosio-demografi dan ciri-ciri perjalanan percutian terhadap pengunjung. Sebanyak 100 pengunjung menjawab soal selidik semasa pengumpulan data yang dijalankan pada bulan Januari dan Februari pada tahun 2019. Analisis deskriptif, indeks kepuasan (SI), analisis t-uji, dan Chi-square digunakan untuk menganalisis data. Keputusan menunjukkan bahawa, kebanyakan pengunjung berpuas hati dengan kemudahan dan perkhidmatan yang disediakan di Radak Adventure Camp. Jantina, kewarganegaraan dan kekerapan lawatan adalah ciri sosio-demografi dan perjalanan penting yang mempengaruhi tahap kepuasan di kalangan pelawat. Sebagai cadangan, pihak pengurusan perlu mengurus dan mengekalkan kemudahan untuk meningkatkan jumlah pengunjung berulang dan meningkatkan perkhidmatan untuk meningkatkan tahap kepuasan di kalangan pelawat. Khususnya, pengurusan tempat itu perlu meningkatkan kemudahan dan perkhidmatan untuk lebih keselesaan pengunjung dan meningkatkan tahap kepuasan pengunjung.

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APPROVAL SHEET

I certified that this research project entitled “**Customer Satisfaction Index at Radak Adventure Camp: Facilities and Services**” by Mohamad Amar Akmal Bin Abdul Yaser 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, University Putra Malaysia.

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LIST OF ABBREVIATIONS

RAC	Radak Adventure Camp
SPSS	Statistical Package for Social Science
CSI	Customer Satisfaction Index
WTO	World Tourism Organization
EPSI	European Performance Satisfaction Index



CHAPTER 1

INTRODUCTION

1.1 Overview of Camping

In tourism industry, many sectors and sub sectors have been provided for tourist to have different experiences in travelling and one of the tourism industries is camping. World Tourism Organization (WTO) states that estimated international tourist's arrivals in 2013 have grown to 5% and is estimated to rise 1.6 billion by 2020 (WTO, 2013). Therefore, these shows that tourism is one of the largest employers in the world as it makes up a total of 10% of the world's employment rate (Ecotourism Statistical Fact Sheet, 2000). This statistic shows that the importance of tourism industry and it will be continued to grow in future.

Camping is one of the tourism industries. Camping is defined as an outdoor activity which usually takes place in the nature. It is the activity of spending holidays living in a tent (Oxford University Press, 2013). 'Campers' is a title for the tourist or person who have been practiced the camp. Moreover, campers usually left their home and want to spend night in nature by living in a tent or facility provided at the campsite. They usually want to be free and 'out of the comfort zone'. Camping can be considered as cheap accommodation services.

Camping sites are known to be sites where the tourist comes along with their own accommodation facilities such as tents or caravans. Besides, some campsites provide facilities for tourist to sleep. Camping sites usually go hand in hand with some additional recreational services, such as kitchen facilities, toilet and shower facilities, and sauna facilities in some cases (Cooper, Fletcher, Fyall, Gilbert, & Wanhill, 2008).

1.2 Background

Gopeng is a town which are located in Mukim Teja, Kampar District, Perak. Approximately, Gopeng located 20 km south of Ipoh the capital of Perak. Besides, the town located on the west side of the North-South Expressway stretch of Tapah to Simpang Pulai. The limestones hills and the Titiwangsa Mountains are clearly visible which the expressway penetrates between them and the view of the Tapah-Gopeng stretch is one of the most picturesque areas on the west side of peninsular Malaysia.

Gopeng once well-known for tin-mining industry, and now Gopeng is flourished with eco-tourism and outdoor adventure. The town of Gopeng is known as surrounded by jungles, rivers, waterfalls, mountains, caves (Gua Tempurung), lakes and villages. These what make Gopeng a tourism destinantion.

One of the tourisms in Gopeng is Radak Adventure Camp. Radak Adventure camp are established in 2007, where they focusing on providing outdoor adventure services with the highest levels of customer satisfaction in meeting customers' expectation. The beginning of Radak Adventure is with mountaineering and now, their main focus is outdoor activities around Gopeng, Perak.

Radak Adventure is promoting adventure tourism, which is based on specific values, such as protecting the environment and bettering the lives of local residents. It encompasses a number of related travel experiences that focus on nature-related destinations and are designed to have a minimal impact on the environment. Radak Adventure will continue to contribute to Malaysia's economic sector in tourism industry while promoting Malaysia to the world. Moreover, Radak Adventure camp have more attractive sites throughout their development in years since their established. For example, in 2013 Green Hut Gopeng were built to attract their customers and within 2 years, the place did receive many customers especially foreign who loves the surrounding environment however, they have to move out of the place due to contract ended.

In 2015, Radak Adventure Camp became to fames as their established new product of outdoor tourism which are riverside camp, Gopeng. Riverside camp is located nearby the Kampar River where the sites are surrounded with trees,

limestones and mountain views. This for the customers to explore surrounding areas and spend a few days to relaxing and enjoying the spectacular jungle setting. Riverside Camp are using concept 'Back to Nature' where they minimize any concrete building as for the customers to enjoy the nature. In addition, they also offered camping site with camping equipment and local food. Besides, Gopeng Guesthouse and café also established in the same year where it located at Gopeng Bus Station. Gopeng guesthouse and café serve as the first guesthouse in Gopeng, Perak. The café served local and international delicacies and most of them are 'Kampong' theme where the building concept is made from wood.

In Radak Adventure Camp, several activities outdoor provided as for customers to feel adventure while in the camp. The activities are Whitewater rafting, waterfall abseiling, sunset hiking, river tubing, cave exploration (Gua Tempurung), and Eco X-race. These types of activities can be purchased throughout the packaged provided in the Radak Adventure Camp website.

1.3 Problem Statement

Facilities and services are common on tourism industry as it's for the comfortable for tourist or traveler to use. Some tourist prefers a place with complete facilities and some services as they do not want any difficulties while travelling. These tourists mostly are soft tourist where they depend on facilities

and services to relax themselves than backpackers. Moreover, the soft tourist terms are defined as leisure tourism. Each company or sectors must provide suitable facilities and services for their tourist as competitive among tourism industries represent their company or sectors reputation. Even though competitive service offerings are vital for market success, public opinion and reputation of a firm constitute for a big share of corporate appearance in the market, too. The reputation of a company is one key issue in corporate success (European Performance Satisfaction Index (EPSI), 2009). Hansen, Samuelsen, and Selseth (2008) states that, corporate reputation reveals itself as the most significant driver for customer-perceived value and is therefore a key issue in corporate success.

One of the reputations for the company is the facilities and services provided. Reputation of the company can be prominent as the facilities and services provided satisfy the visitor needs and wants. These satisfactions will be shared through user generated content thus improve the reputation of the company.

Radak Adventure Camp is one of the famed in tourist destination which always crowded with customers or visitor either local or foreign visitor. The number of visitors who visit these place increase year by year (Hasrul, personal communication, 2018).

Director of Radak Adventure Camp, Mr. Hasrul (2018) states that, visitor increase year by year especially for foreign visitors, however there was no research about facilities satisfaction and services that has been done before. Therefore, lack of data like visitor background, characteristics, services and facilities satisfaction possibly happen.

In addition, the research is important as for maximizing level of satisfaction for visitor in their recreational activities. This research also may help the organizer to improve their quality of facilities and services. Therefore, research about customer satisfaction index in context of facilities and services should be conducted.

1.4 Objectives

The general objective for this study is to determine the level of satisfaction visitor towards facilities and services provided at Radak Adventure Camp at Gopeng Perak. The specific objectives of the study are:

- a. To determine the level of visitor satisfaction towards the facilities and services provided
- b. To compare the satisfaction level based on their socio-demographic and trip characteristics.

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