



***VISITOR'S SATISFACTION TOWARDS ACTIVITIES PROVIDED AT KEDA  
RESORT BENDANG MAN, SIK KEDAH***

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By  
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## DEDICATION

This study is passionately dedicated to my beloved parents, Suraya binti Said and Mohamad Sabri bin Din, who have been my source of inspiration and continually provide their moral, spiritual, emotional and financial support. To my brothers and sisters, friends and classmates who shared their words of advice and encouragement to finish this study.

Thanks for your support and guidance.



## ABSTRACT

Visitor's satisfaction towards the activities provided is important for the management in order to satisfy visitors in KEDA Resort Bendang Man, Sik. This study is conducted to measure the respondent's reason visited to enjoy various of activities organized in KEDA Resort Bendang Man, Sik and to identify the factors affecting visitor's satisfaction level towards a range of factors such as facilities and services provided in the area. The data was collected by using a questionnaire in this study. The findings showed that the highest visitor's reason was to be with members and group while visiting KEDA Resort Bendang Man, Sik with the mean,  $M=4.50$ . Then, there were five factors affecting visitors' satisfaction level such as activities, accommodation, safety, facilities and price. In this study, accommodation factor showed the highest total mean of satisfaction ( $M=3.50$ ) which is visitors were most satisfied with dorm or hostel provided in KEDA Resort Bendang Man, Sik. This study also identified whether there are any differences in terms of satisfaction based on socio demographic with five factors. The findings showed that there was a significant different in relation to satisfaction on accommodation and gender ( $p=0.01$ ) and also on facilities with value was  $p=0.01$ . The result shows that both gender is satisfied with accommodation and facilities in the area. In addition, this study also found that visitors with higher income are more satisfied with activities provided with value was  $M=3.85$  compared to lower income visitors. In general, visitors are satisfied with all activities but the management need to consider with the small issues such as cleanliness, maintenance, landscaping and others whether to attract more visitors to visit this resort for future.

## ABSTRAK

Kepuasan pengunjung terhadap aktiviti yang disediakan adalah penting bagi pihak pengurusan untuk memberi kepuasan kepada pelawat di KEDA Resort Bendang Man, Sik. Kajian ini dijalankan untuk mengetahui tujuan utama pengunjung melawati KEDA Resort Bendang Man, Sik serta melakukan pelbagai aktiviti yang dianjurkan dan mengenal pasti faktor-faktor yang mempengaruhi tahap kepuasan terhadap aktiviti-aktiviti yang disediakan seperti kemudahan dan perkhidmatan yang disediakan di kawasan tersebut. Data ini berjaya dikumpulkan dengan menggunakan soal selidik dalam kajian ini. Hasil kajian menunjukkan tujuan utama para pelawat datang ke KEDA Resort Bendang Man, Sik ini ialah bersama rakan dan kumpulan dengan jumlah purata tertinggi sebanyak  $M=4.50$ . Kemudian, terdapat lima faktor yang mempengaruhi tahap kepuasan pelawat antaranya faktor aktiviti, penginapan, keselamatan, kemudahan dan harga. Dalam kajian ini, faktor penginapan menunjukkan jumlah purata tertinggi ( $M=3.50$ ) iaitu para pelawat berpuas hati dengan kemudahan bilik dan asrama yang disediakan di KEDA Resort Bendang Man, Sik. Selain itu, kajian ini juga mengenalpasti mengenai perbezaan yang terdapat dari segi kepuasan pelawat berdasarkan hubungan sosial demografi dan faktor-faktor tersebut. Hasil kajian menunjukkan hubungan antara jantina dan faktor penginapan mempunyai purata yang rendah ( $p=0.01$ ) dan juga hubungan antara jantina dan faktor kemudahan yang disediakan mempunyai purata yang rendah sebanyak  $p=0.01$ . Oleh hal yang demikian, kedua-dua jantina tersebut sangat berpuas hati dengan penginapan dan juga kemudahan yang disediakan di kawasan tersebut. Di samping itu, pelawat yang berpendapatan tinggi lebih berpuas hati dengan aktiviti-aktiviti yang disediakan dengan menunjukkan purata yang rendah sebanyak  $M=3.85$ . Secara umumnya, para pelawat berpuas hati dengan aktiviti-aktiviti yang disediakan. Namun, isu-isu kecil seperti kebersihan, penyelenggaraan, lanskap dan lain-lain perlu diberi perhatian sepenuhnya untuk menarik lebih ramai pelawat untuk melawat resort ini pada masa akan datang.

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## APPROVAL SHEET

I certify that this research project report entitled “**Visitor’s Satisfaction Towards Activities Provided at KEDA Resort Bendang Man Sik, Kedah**” by Nursabrina binti Mohamad Sabri 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, Universiti Putra Malaysia.

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# CHAPTER 1

## INTRODUCTION

### 1.1 General Background

Kedah is known as “Jelapang Padi Malaysia” state and located at west island, boundary with Thailand country, Perlis, Perak, and Seberang Perai. The perimeter was 9479.4 km (3660 square miles). The main local production in this state was rice from paddy field. Alor Setar is a capital city in Kedah state and have eleven areas including Kota Setar, Baling, Kubang Pasu, Kuala Muda, Bandar Baharu, Kulim, Pulau Langkawi, Padang Terap, Sik, Yan and Pendang. Overall, the populations in Kedah state mostly from Melayu residents and followed by Chinese and Indian residents. Kedah was located at the northern region of Malaysia and has several attractiveness and uniqueness places to be visited.

The development of tourism sector contributed towards growing of economic in Malaysia country. According to Mihalic (2002), tourism has become one of the fastest growing industries and it is a social phenomenon of major importance. Besides, Kedah also has its own historical story, adventure, religious, natural site and the others for leisure purposes. Kedah known as “The Rice Bowl of Malaysia or in Malay language also known as “Jelapang Padi Malaysia” state. Kedah have many attraction places for tourist to visit such as Alor Setar which is the capital city of the Kedah state. This capital city

also has its main historical attractions known as Kedah Heritage Trail such as the Rice museum, Tunku Abdul Rahman memorial, Alor Setar tower, Zahir mosque, Mount Keriang cave and many more.

Besides, Kedah also have beautiful and stunning beaches and a paradise for duty-free shoppers at Langkawi Island. This place also has many outdoor recreation activities offer to tourists such as diving, sky diving, jungle trekking, golf, parasailing and so on. The tourists also have opportunity to visit the uniqueness place like Underwater World aquarium that consist of variable types of tropical fish and sea-livings. Then, the other attractions located in Kedah is Sedim River, Kulim. It is the preeminent place especially for people who seek for a challenging water adventure such as kayaking, white-water rafting, canoeing and many more. Another outstanding activity at Sedim River also have the walk longest Tree Top Walk in the world (925 meters) and many jungle trekking paths. The other main attractions in Kedah states was Bujang Valley and Bukit Kayu Hitam. The Bujang Valley Archaeological Museum in Pengkalan Bujang supplies many historical artifacts and suitable for visitors who want to see the historical elements.

## **1.2 Problem Statement**

Borrie and Birzell (2001) state that recreational setting areas and activities provided leads to experiences with on-site benefits such as enjoyment of

family and learning about nature while with longer term off-site benefits such as family bonding will be stronger and also being interest more into the nature. If the visitors are not happy with the performance of the activities or the setting area, it will affect their overall satisfaction (Naidoo, Ramseook & Ladsawut, 2010). Other understanding from another researcher states that the visitor's overall is satisfaction achieved when it has interaction between tourists and the elements of the recreational site. Therefore, it is very important to take another consideration element which are attractions and services provided which are meet the visitor's overall satisfaction (Kuuder, Bagson & Aalangdong, 2013).

However, to what extent does the activities in this type of recreational setting provide satisfaction to visitors? Research by Manfreda, Driver and Tarrant (1996) shows that recreation participation is related to the psychological and setting relations. The other research found that one of the recreational setting like water theme park in Malaysia country is considered as an ideal place for people to enjoy and satisfied due to the facilities environment, entertainment activities, tourist services, food services, on-site accommodations and so on. Walls, Okumus, Wang and Kwun (2011) stated that product offerings in service setting like travel, restaurants, hotels and so on gained a great experience and satisfaction for visitors.

Generally, Umasuthan, Park and Ryu (2017) stated a customer is considered dissatisfied when his real experience shows a feeling of unhappiness when compared with his expectations. However, what are the influences in this type of recreational setting provide dissatisfaction to visitors? Mohsan, Nawaz, Khan, Shaukat and Aslam (2011) stated that customer dissatisfaction may possibly reduce an organization's customer base. Therefore, organizations need to rely on more to the rapid change and unpredictably of the customer needs and wants. According to Levesque and McDougall (1996), customer dissatisfaction is an important problem.

In the tourism industry, customer dissatisfaction occurred usually in destinations that provide a variety of services to customers. Some studies found that customers are dissatisfied with aspects of the operation (Eccles & Durand, 1998). There is less research that explores factors that influence visitor's satisfactions especially in small-scale tourism industry such as in KEDA Resort Bendang Man, Sik. It is very important for destinations to understand visitor's satisfaction to improve their quality in giving more information about their product to get better views and positive feedback from customers. Therefore, this study aims to explore the visitor's satisfaction level towards recreational activities provided and the potential factors affecting on visitor's satisfaction while having the recreational activities at recreation site.

### 1.3 Objective of Study

The main objective of this study is to determine the factors affecting visitor's satisfaction level towards activities provided at KEDA Resort Bendang Man, Sik. The specific objectives of this study are:

- a) To measure the respondent's reason visited to enjoy various activities organized in KEDA Resort Bendang Man, Sik
- b) To identify the factors that affecting visitor's satisfaction level towards activities provided at KEDA Resort Bendang Man, Sik.



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