



***COMPARISON OF DOMESTIC TOURISTS EXPECTATION AND
SATISFACTION ON VACATION AT BANDAR HILIR, MALACCA,
MALAYSIA***

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SATISFACTION ON VACATION AT BANDAR HILIR, MALACCA,
MALAYSIA**



**By
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for the Degree of Bachelor of Park and Recreation Science in the
Faculty of Forestry
University Putra Malaysia**

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DEDICATION

I would like to give my special dedication to:

Sapian Abu Bakar

Noraishah Bazid

My Beloved Family

Supportive Friends

and Lecturers,

*From the bottom of my heart,
Thank You.*



ABSTRACT

Bandar Hilir, Malacca is a tourist destination located in Malacca Tengah, Malacca, Malaysia's main as well as international tourist destination. Bandar Hilir, Malacca is rich in heritage tourism assets and well-known historical sources and has its own unique attractions since the colonial era, such as the remnants of building materials. Well, in 2008, Bandar Hilir, Malacca was listed in the area recognized by UNESCO. This makes Bandar Hilir, Malacca remain popular as a destination for world tourism. The main purpose of this study is to determine the satisfaction of domestic tourists based on their expectations and experiences of performance related to accessibility, facilities, attractions, available packages, and facilities while traveling. In addition, this study also aims to determine the socio-demographic of visitors and their travel characteristics to obtain their level of satisfaction in order to prioritize priority travellers based on these 5 factors in order to identify the characteristics and factors that should be given priority during the improvement process. This study involves 300 respondents by distributing solid questionnaires based on the five factors in the form of a Likert scale to answer the expectation and performance of the five factors. In general, the findings of the study were unsatisfactory. The easy to get places to park cars' statement has shown the lowest mean different ($\mu = -0.30$). Furthermore, the studies also show that some issues need to be given priority in repair and maintenance. Ultimately, it can be said that the level of tourism performance faced by tourists meets the expected satisfaction. On average, they didn't put much hope on considerations such as traffic problems. Tourism satisfaction among domestic visitors can be enhanced by creating new facilities, minimizing road use, and adding resource information by creating mobile applications about Bandar Hilir, Malacca, and creating exciting new ones that can attract many potential vacationers such as high-income groups. Overall, the results of this study can be used as regards to advancement in the tourism sector by the governing party.

ABSTRAK

Bandar Hilir, Malaka merupakan destinasi perlancongan yang terletak di daerah Melaka Tengah, Melaka yang merupakan sebuah destinasi pelancongan utama Malaysia dan bertaraf antarabangsa. Bandar hilir, Malaka kaya dengan aset perlancongan warisan dan sumber sejarah yang terkenal malah mempunyai daya tarikkannya tersendiri seperti tinggalan bahan binaan sejak dari zaman jajahan dahulu. Betuahnya, Bandar Hilir, Melaka telah tersenarai dalam kawasan yang mendapat pengiktirafan UNESCO pada tahun 2008. Hal ini menjadikan Bandar Hilir, Melaka kekal popular sebagai destinasi pelancongan bersejarah dunia. Tujuan utama Kajian ini adalah untuk menentukan kepuasan pelancong tempatan berdasarkan jangkaan dan pengalaman mereka terhadap prestasi berkenaan kebolehcapaian, kemudahan aminiti, daya tarikan, pakej yang terdapat, dan kemudahan fasiliti semasa melancong. Selain itu, kajian ini turut bertujuan untuk menentukan sosio-demografi pengunjung dan ciri-ciri tingkah laku pelancongan mereka untuk mendapatkan jangkaan tahap kepuasan mereka untuk merialisasikan keutamaan pelancong berdasarkan 5 faktor tersebut agar mendapat kenal pasti ciri-ciri dan factor yang harus diberi keutamaan semasa proses penambahbaikan. Kajian ini melibatkan responden seramai 300 orang dengan mengedarkan borang soal selidik yang dibuat berdasarkan 5 faktor tersebut dalam bentuk skala *likert* menjawab kepada tahap jangkaan dan prestasi 5 faktor tersebut. Secara umumnya, hasil dapatan kajian adalah tidak memuaskan. Kenyataan 'mudah mendapat tempat untuk meletakkan kereta' telah menunjukkan nilai purata yang paling rendah iaitu sebanyak ($\mu = -0.30$). Selain itu, hasil dapatan kajian juga menunjukkan terdapat berberapa pekara yang perlu diberi keutamaan dalam penyelenggaraan dan penambahbaikan. Secara keseluruhan dapat dilihat bahawa tahap prestasi pelancongan yang dialami oleh pelancong menepati tahap kepuasan yang diharapkan. Rata-rata mereka tidak meletakkan harapan yang tinggi terhadap faktor kecapaian seperti masalah trafik. Tahap kepuasan pelancongan di kalangan pelancong tempatan boleh ditingkatkan dengan mewujudkan kemudahan kecapaian yang baru, penggunaan jalan yang minima, dan menambahbaikan sumber informasi dengan mewujudkan applikasi mudah alih dan mencipta tarikan baru yang dapat menarik banyak pelancong berpontensi seperti golongan berpendapatan pertengahan-tinggi. Keseluruhannya, hasil kajian ini boleh digunakan oleh pihak bertanggungjawab sebagai rujukan untuk penambahbaikan dalam sektor pelancongan.

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APPROVAL SHEET

I certify that this research project report entitled “**Comparison of Domestic Tourists Expectation and Satisfaction on Vacation at Bandar Hilir, Malacca, Malaysia**” by Nur Fadhilah binti Sopian has been examined and approved as a partial fulfillment of the enquired for the degree of Bachelor of Parks and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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LIST OF ABBREVIATIONS

UNESCO	United Nations Educational, Scientific and Cultural Organization
MBMB	Majlis Bandaraya Melaka Bersejarah
EDT	Expectancy Disconfirmation Theory
SPSS	Statistical Package for the Social Science
EPA	Expectation - Performance Analysis



CHAPTER 1

INTRODUCTION

The term "destination" is the main character in the tourism industry, the place where all the attractiveness and experiences provided for tourists. On the other hand, "destination" is the places for organization or entrepreneur to influence tourism revenue that affects the economic goal of achieving the goal.

1.1 Tourism in Malaysia

The tourism industry is the big factor of increasing the economic income in Malaysia as stated by the head of Statistical, Datuk Seri Dr. Mohd Uzir Mahidin had pointed out the tourism sector contributed 14.9% of the country's economy with a value of RM82.6 billion on 2017. He explained that the main component of the Malaysia tourism product is shopping and followed by food and beverage services. (Berita Harian, 2018). For that reason, all states in Malaysia are passionate about the tourism industry. Various ways have been implemented to attract tourists to come to their state as a preferred travel destination. Although many efforts have been made to improve the tourism destination area, the thing to be taken seriously is the return on investment and energy released, which means all efforts need to meet their tourist needs. Otherwise, all efforts are wasted. Actually, all people need is "satisfaction". Kushwaha and Agrawal (2014) defined that tourist satisfaction is a measure of how tourism products and services supplied by a company of the tourism system meet or

surpass expectation of tourist and according to Pavlic, Perucic, and Portolan (2011) concludes that tourists will come back to destinations as a result of their tourism satisfaction and quality travel deals. Ultimately, they are mentions that the tourist will give positive news about travel destinations to others and help to keep away from price competition issue among tourism destination. As conclusions, in tourism, they are two elements need to be considered by an organizer is the quality of travel deals and tourist satisfaction of tourism destination.

1.2 Tourism in Malacca

Malacca is the most popular tourist destination in Malaysia. According to Tourism Malaysia (2018), Malacca is ranked three in the Top States Visited in Malaysia rating after Johor and our country city (Kuala Lumpur, Putrajaya, and Selangor). Malacca is symbolic of Malaysia historical city and all Malaysian are aware that Malacca as a historical city and it approved when Malacca was jointly listed as UNESCO World Heritage Sites in 2008 (UNESCO, 2008).

1.3 Problem Statement

To maintain the tourist satisfaction is the main problem in the tourism sector because time is moving and the tourism trend varies from time to time. It might be satisfied for the first visit but unsatisfied when income for a second visit or vice versa. Popularity cannot promise satisfaction. Tourists always want the experience as their expectations before visiting the tourism destinations. Consequently, the number of tourists changing every year either increases or decreases.

As we can see, despite the fact that Malacca is the popular tourist destination but it does not mean it was the best quality destination for travellers. Department of Statistics Malaysia (2018) has reported that they are a decreasing number of local visitors at Malacca start from 2015 until 2017 and affects the state government's efforts to increase the number of tourists.

The Star (2018) had mentioned that Malacca declared that its notorious visitor's bottlenecks had reached an epidemic stage and had issued a directive to all relevant corporations to immediately discover a solution to resolve the congestions, especially throughout the weekends. Many people said that Malacca is the tourism destination that we should avoid to go during the public holidays, also Marina Sahabudin, the tourist, had voices that she had spent many hours in the car due to traffic jam spoiled the vacation mood because of

this an unexpected problem (Berita Harian, 2018). Likewise, Utusan Malaysia, (2016) had reported that traffic officer gives a reason that this congestion problem is due to the increasing number of car users. It's frenzied with the trapped travellers for hours. It is hopelessly the state government's efforts to promote tourism in Malacca to attract tourists but this congestion may make the visitors angry. Moreover, the other issue is there are not enough parking lots when it comes to peak seasons. As stated in Berita Harian, (2018) Marina Sahabudin also argues that Malacca town has a bad parking problem.

Aside from that, Zul, Hidayah, and Hanif (personal communication, July 14, 2018) had commented that Malacca should have a sophisticated parking lot due to the parking space problem and also complaint that the road at Malacca Town is too small for huge vehicle transportation. Almost the time they saw there is the buses through narrow streets in Jonker Park area. Moreover, the cost spends on domestic tourist also the big issue. They voiced that it very hard to find services at affordable prices for foods and accommodation. They add, mostly all the hotels are expensive for domestic tourists and also clarifies that the tourist might be disappointed because of the cheap accommodation result in unsatisfactory services. As we know, price is symbolizing for the level of standard sometimes but it not an excuse from provided good services and hospitalities. They must respond to these problems to avoid unsatisfactory in domestic tourism.

Eventually, satisfaction is the most important thing that will influence a tourist to come to Malacca during travel at tourism destinations. It may not be impossible if this issue is one of the reasons why Malaysian tourists do not choose Malacca as a top destination choice for travel. As we know, nowadays people trust the media a lot and people easily influence negative comments. This can be proved when, Clifford Nass, a professor of communication at Stanford University analyses that almost everyone reminisces about negative statements more strongly and specifically but only some people do have a positive view (The New York Times, 2012).

However, all the negative comments need contemplation for improvement and will be the most valuable than positive comments because this negative feedback will show the actual rate of their satisfaction on the Malacca as a tourism destination, it is very related and affected the decision maker process for people to come or would not come or never come again. Therefore, a study of tourist satisfaction among the domestic tourist is a must for improvement.

1.4 Objectives

The main objective of this study was to determine the tourist satisfaction level of domestic tourists at Bandar Hilir Malacca, Malaysia, specifically to:

- i. Determine the socio-demographic and visiting behaviour of domestic tourists at Bandar Hilir, Malacca.
- ii. Determine the gap between expectation and experience of domestic tourists in Bandar Hilir, Malacca based on five attributes
- iii. Determine the attribute that needs priority to be improved to satisfy the domestic tourist visiting Bandar Hilir, Malacca by using Expectation-Performance Analysis (EPA) grid.

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