

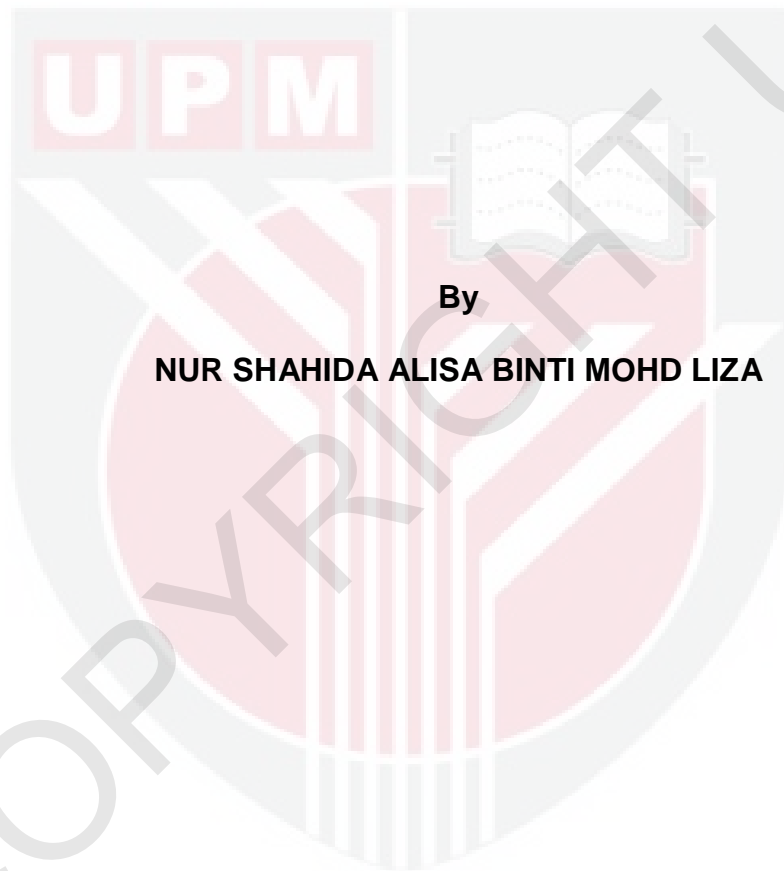


***VISITORS' PERCEPTION ON FACILITIES AND ACTIVITIES IN TAMAN
BANDAR JUBLI PERAK SULTAN AHMAD SHAH KUANTAN, PAHANG***

NUR SHAHIDA ALISA BINTI MOHD LIZA

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BANDAR JUBLI PERAK SULTAN AHMAD SHAH KUANTAN, PAHANG**



By

NUR SHAHIDA ALISA BINTI MOHD LIZA

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

2019

DEDICATION

Specially Dedicated to:

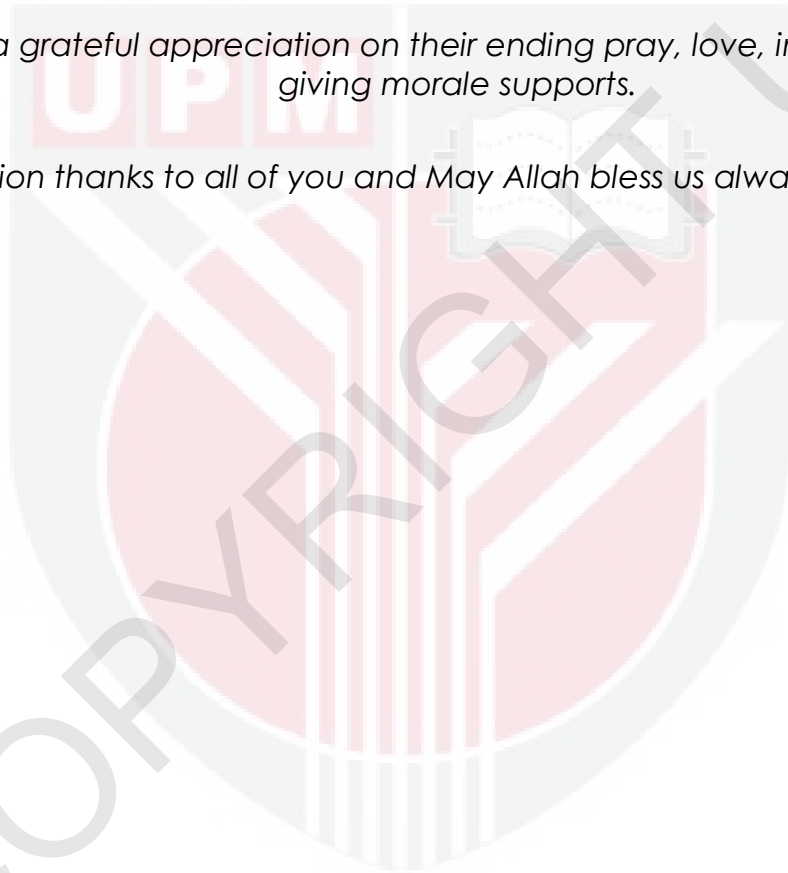
My beloved mama, abah and family,

*My helpful supervisor
Dr Sam Shor Nahar bin Yaakob*

*My dear friends
and all my beloved classmates*

With a grateful appreciation on their ending pray, love, inspiration and giving morale supports.

A million thanks to all of you and May Allah bless us always never ends



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ABSTRACT

Taman Bandar Kuantan can be seen as an important recreational venue in Kuantan because of its strategic location in the heart of the city which attracts the residents. However, we still cannot identify what activities visitors do, how much they like the activity and how important they are to them. Meanwhile, we also do not know how important the facility is and their satisfaction with the facility and the visitors' acceptance level of the entire area has yet to be known. As a result, is the place has its own charm to attract people to visit Taman Bandar Kuantan. Therefore, a study has been made to answer and solve all the problems because Taman Bandar Kuantan is a popular recreation area in Kuantan. The purpose for this study was to identify visitors' perception on the importance and performance of the facilities in Taman Bandar Kuantan. This study also to relate the perception on the facilities and activities, with the interest between social demographic factors. The mean for all the importance and performance of facilities, and the importance and interest of activities were measured. A few social demographic factors were identified and some of them seem to affect a few perceptions on facilities and activities. Most important facility is outdoor exercise equipment and most satisfying facility is dustbin. Furthermore, jogging is the most importance and most interested activity at Taman Bandar Kuantan. Meanwhile, for the relationship, only age and marital status(ordinal factor) did not have significance on the importance and performance of facilities and only ethnic factor (nominal factor) does not have significance on the importance and interest level of activities.

ABSTRAK

Taman Bandar Kuantan boleh dilihat sebagai tempat rekreasi penting di Kuantan kerana lokasinya yang strategik di tengah-tengah bandar yang menarik penduduknya. Walau bagaimanapun, apa aktiviti sebenar yang dilakukan pelawat ketika di taman ini masih tidak dapat dikenalpasti, berapa banyak aktiviti yang mereka suka dan betapa pentingnya kepada mereka. Sementara itu, kami juga tidak tahu betapa pentingnya kemudahan itu dan kepuasan mereka dengan kemudahan itu. Selain itu, tahap penerimaan pelawat dari seluruh kawasan masih belum diketahui. Akibatnya, adakah tempat ini mempunyai daya tarik tersendiri untuk menarik orang ramai untuk melawat Taman Bandar Kuantan. Oleh itu, kajian telah dibuat untuk menjawab dan menyelesaikan semua masalah kerana Taman Bandar Kuantan adalah kawasan rekreasi popular di Kuantan. Tujuan kajian ini adalah mengenalpasti persepsi pelawat tentang kepentingan dan prestasi kemudahan di Taman Bandar Kuantan. Kajian ini juga berkaitan dengan persepsi mengenai kemudahan dan aktiviti, dengan minat antara faktor demografi sosial. Purata untuk semua kepentingan dan prestasi kemudahan, dan kepentingan dan kepentingan aktiviti diukur. Beberapa faktor demografi sosial telah dikenalpasti dan sebahagian daripadanya kelihatan mempengaruhi beberapa persepsi tentang kemudahan dan aktiviti. Kemudahan yang paling penting ialah peralatan senaman luaran dan kemudahan yang paling memuaskan adalah tong sampah. Selain itu, jogging adalah aktiviti paling penting dan paling berminat di Taman Bandar Kuantan. Sementara itu, untuk hubungan itu, hanya usia dan status perkahwinan (faktor ordinal) tidak mempunyai kepentingan terhadap kepentingan dan prestasi kemudahan dan hanya faktor etnik (faktor nominal) tidak mempunyai kepentingan terhadap kepentingan dan kepentingan aktiviti.

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APPROVAL SHEET

I certify that this research project report entitled “**Visitors’ Perception on Facilities and Activities in Taman Bandar Jubli Perak Sultan Ahmad Shah Kuantan, Pahang**” has been examined and approved as a partial fulfilment of the requirements for the degree of Bachelor of Parks and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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TABLE OF CONTENTS

	Page
TITLE	i
DEDICATION	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENTS	v
APPROVAL SHEET	vi
LIST OF TABLES	ix
LIST OF FIGURES	xi
CHAPTER	
1 INTRODUCTION	
1.1 General Background	1
1.2 Problem Statement	2
1.3 Research Objectives	4
2 LITERATURE REVIEW	
2.1 Recreation	5
2.2 Leisure	6
2.3 Recreational Facilities	7
2.4 Recreational Activities	7
2.5 Parks	8
2.6 Perception	9
2.7 Users/ Visitors	10
2.8 Satisfaction	11
2.9 Factors That Influence People To Join Recreation	11
2.10 The Importance- Performance (I-P) Analysis	12
2.11 The Importance of I-P Analysis	13
3 METHODOLOGY	
3.1 Study Area	15
3.2 Survey Procedure	18
3.2.1 Site Visit	18
3.2.2 Questionnaires And Its Measurement	18
3.2.3 Sampling	19
3.2.4 Sample Size	20
3.3 Data Analysis	20
3.3.1 Descriptive Analysis	21
3.3.2 Non- Parametric Test	21
4 RESULTS AND DISCUSSION	
4.1 Introduction	23
4.2 Socio- Demographic Background	23
4.2.1 Gender	24
4.2.2 Race Group	24
4.2.3 Age	25
4.2.4 Marital Status	25
4.2.5 Occupation	26

4.2.6	Average Monthly Income	26
4.2.7	Educational Level	27
4.3	Visit Characteristic Of Visitors	28
4.4	Analysis On Facilities In Taman Bandar Kuantan	32
4.5	Analysis On Activities In Taman Bandar Kuantan	36
4.6	The Importance Performance (I-P Analysis)	38
4.7	The Relationship Between the Perception On the Facilities and Activities with The Social Demographic Background	40
5	CONCLUSIONS AND RECOMMENDATIONS	
5.1	Conclusion	51
5.2	Limitation and Recommendations	54
	REFERENCES	56
	APPENDICES	58

LIST OF TABLES

Table		Page
1	Percentage of Respondent's Gender	24
2	Percentage of Respondent's Race	24
3	Percentage of Respondent's Age	25
4	Percentage of Respondent's Marital Status	26
5	Percentage of Respondent's Occupation	26
6	Percentage of Respondent's Average Monthly Income	27
7	Percentage of Respondent's Highest Education Level	28
8	Visit Characteristic of The Respondents	30
9	Visit Characteristic of The Respondents (Continued)	31
10	Mean Score for The Importance of The Facilities and the Ranking	33
11	Mean Score for The Performance of The Facilities and The Ranking	34
12	Mean Score for The Importance of The Activities and The Ranking	36
13	Mean Scores for The Interest of The Respondents Towards The Activities and The Ranking	37
14	The Relationships Between The Nominal Factors with The Importance and Performance of The Facilities	41
15	The Relationships Between The Ordinal Factors with The Importance and Performance of The Facilities	42
16	The Relationships Between The Nominal Factors with The Importance and Interest Level of The Activities	44
17	The Relationships Between The Ordinal Factors with The Importance And Interest Level of The Activities	46

LIST OF FIGURES

Figure		Page
1	I-P Analysis Grid	13
2	The Map Of Taman Bandar Kuantan	17
3	The Cross Of The Importance And Performance Values	38
4	The Quadrants	39



CHAPTER 1

INTRODUCTION

1.0 General Background

Lately, there are many places to be used for recreation or a place to travel. Usually visitors come to relax the mind or escape from the busy work. various places that can be visited for visitors to enjoy with their family or alone. However, in today's modern technology there are a handful of users who prefer to use technology such as playing games. This is something unhealthy in which the user does not perform any physical activity. Open spaces such as recreational parks have been increased. It is arguable that each district has its own recreational park to facilitate leisure. Thereby, to satisfy the visitor, facilities should be provided at the premises. Among the facilities to be provided are toilet, dining shop, prayer room and so on (Siti, 2015).

Recreational parks allow people to do and enjoy activities like picnics, jogging, workouts and sightseeing. Recreational parks are not limited to a specific age or person. All groups can use the facility and perform the activities that have been provided. Basically, people now need to have the free time to get the peace to change the view of life in the city, to relieve stress and tension and spend time with family and friends. Recreation benefits people through physical, mental,

spiritual and educational- intellectual aspects (Suni, 2017). However, visitor satisfaction is also a priority for visitors to visit the park again. Facilities and activities in parks should be suitable for all ages as visitors visiting the park are of various ages. Customer satisfaction plays an important role in the survival and future of any tourism products and services (Gursoy, McCleary and Lepsito, 2007).

Visitors' evaluation of their recreation experiences plays an important role in determining present and future participation patterns. Attitudes and perceptions play a major role in determining whether or not individuals participate in recreation. Recognizing individuals' different perceptions and attitudes is important when providing any type of urban park, forest or commercial recreational activity. Recreational activities are usually done during leisure time. Leisure time needs to be used well and meaningfully. The effectiveness of recreational activities affects people's behavior and health. therefore, people need to be wise to spend their free time in order to benefit entirely both physically and mentally.

1.2 Problem Statement

Nowadays, a trend in which people choose recreational activities as a means of overcoming stress, seeking tranquility and creating excitement in the free time. This can bring great memories and experience. Basically, the participation in doing this leisure activity is voluntarily. Only a small number of

people are forced to do that which is a strange thing because involvement is said to always be self-will. However, in order to have an exciting experience in doing recreational activities, the activity needs to be done together with the willingness and enjoyment by using good or great conditioned facilities.

Taman Bandar Kuantan is one of the largest recreation parks in Kuantan which has a fairly large number of visitors and this shows that this park is an interesting place to visit to do activities. However, we do not know what activities the visitor does, how much they like the activity and how important the activities to them. Furthermore, the park has provided facilities for visitors but we do not know how important the facility is provided to the visitors and how satisfied they are towards the facilities.

Based on a newspaper article by Mu'min (2017), public utilities such as playgrounds should provide comfort to the public, especially children, to play cheerfully and safely. However, other facilities and playgrounds in Taman Bandar, Indera Mahkota here, were damaged and abandoned without immediate repair. Thus, we do not know the visitors' acceptance level towards the place as a whole. As the result, we do not know whether the place has the ability to attract people to come to it and this may put Taman Bandar Kuantan in a possibility of losing visitors, from time to time. Therefore, a study was conducted in Taman Bandar Kuantan, as the study fulfils the problems mentioned earlier. As the reflex, the management would have the research as

their guidelines to improve the facilities there, which eventually help in rising the number of visitors of the park.

1.3 Research Objectives

The objectives for this study were:

- a) To identify the visitors' view on the importance and performance of facilities in Taman Bandar Kuantan.
- b) To identify the perception of visitors on the importance and level of interest toward the outdoor activities at Taman Bandar Kuantan.
- c) To identify visiting characteristics of the visitors at Taman Bandar Kuantan and to examine the relationship of visitor perception on importance, performance and interest with social demographic factors.

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