



***CUSTOMER'S SATISFACTION INDEX AT BANGI WONDERLAND THEME
PARK AND RESORT: TICKETING SERVICES***

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**CUSTOMER'S SATISFACTION INDEX AT BANGI WONDERLAND THEME
PARK AND RESORT: TICKETING SERVICES**

BY

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**A Project Report Submitted in Partial Fulfillment of the Requirements for
the Degree of Bachelor of Park and Recreation Science in
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Specially dedicated to:

**This thesis is specially dedicated
to my parents, siblings,
all lecturers and all of my beloved friends
thanks for everything**

ABSTRACT

A study was conducted to determine customer's satisfaction towards ticketing services at Bangi Wonderland Theme Park and Resort (BWTPR), Selangor. This research was also conducted to identify the socio-demographic characteristics of the customer at BWTPR and identify the relationship between socio-demographics of customers and their satisfaction level towards ticketing services. A total of 105 respondents answered the questionnaire during data collection between April until May 2018. Descriptive analysis, Satisfaction Index (SI) and correlation analysis were used to analyze the data. Results showed that most visitors were more satisfied with the online ticketing services than the counter ticketing services. It was also found that there were relationships between socio-demographic of customers, which are customers' gender with their satisfaction level towards ticketing services in this theme park. As a recommendation, the management of the ticketing operation should maintain the online ticketing services and improve the counter ticketing services so that customers will have higher satisfaction towards the ticketing service at BWTPR.

ABSTRAK

Satu kajian telah dijalankan untuk menentukan kepuasan pelanggan terhadap perkhidmatan tiket di Bangi Wonderland Theme Park and Resort (BWTPR), Selangor. Kajian ini juga dijalankan untuk mengenal pasti ciri sosio-demografi pelanggan di BWTPR. Kajian ini juga direka untuk mengenal pasti hubungan antara sosio-demografi pelanggan dan tahap kepuasan mereka terhadap perkhidmatan tiket di taman tema ini. Sejumlah 105 orang responden telah menjawab soal selidik semasa pengumpulan data antara April hingga Mei 2018. Analisis deskriptif, Indeks Kepuasan (SI) dan analisis korelasi digunakan dalam menganalisis data. Keputusan menunjukkan bahawa kebanyakan pengunjung lebih berpuas hati dengan perkhidmatan tiket dalam talian daripada perkhidmatan tiket kaunter. Kajian ini juga mendapati bahawa terdapat hubungan antara sosio-demografi pelanggan iaitu jantina pelanggan dengan tahap kepuasan mereka terhadap perkhidmatan tiket di taman tema ini. Sebagai cadangan, pengurusan operasi tiket hendaklah mengekalkan perkhidmatan tiket dalam talian dan menambah baik perkhidmatan tiket kaunter supaya pelanggan akan mendapat kepuasan yang lebih tinggi terhadap perkhidmatan tiket di BWTPR.

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APPROVAL SHEET

I certify that research project report entitled **“Customer’s Satisfaction Index At Bangi Wonderland Theme Park And Resort : Ticketing Services”** by Syazwana Binti Mohd Jalal 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, Universiti Putra Malaysia.

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TABLE OF CONTENTS

	Page
DEDICATION	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
APPROVAL SHEET	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
CHAPTER	
1 INTRODUCTION	
1.1 General Background	1
1.1.1 History of Water Theme Park	3
1.1.2 History of Bangi Wonderland Theme Park and Resort	4
1.2 Problem Statements	6
1.3 Objectives	7
2 LITERATURE REVIEW	
2.1 Definition of Key Terms	8
2.1.1 Customer Satisfaction Index	8
2.1.2 Recreation and Tourism	9
2.1.3 Ticketing	10
2.1.4 Operation	11
2.1.5 Customer Service	11
3 METHODOLOGY	
3.1 Introduction	12
3.2 Study Area	12
3.3 Questionnaire Design	14
4 RESULTS AND DISCUSSION	
4.1 Background of The Results	16
4.2 Socio-demographic Characteristics of Respondents	17
4.3 Customer Satisfaction Index (CSI)	21
4.4 Correlation Analysis	23
5 CONCLUSION AND IMPLICATIONS	
5.1 Conclusion	25
5.2 Implications	26
REFERENCES	27

APPENDICES

Appendix A : Questionnaire

28

Appendix B : Pie Charts of Result

33



LIST OF TABLES

Table		Page
1	Gender of Respondents	17
2	Ethnics Group of Respondents	18
3	Age Categories	19
4	Marital Status	19
5	Occupation of Respondents	20
6	Monthly Salary of Respondents	21
7	Index of Satisfaction on Services in BWTPR	22
8(a)	Correlation Analysis	24
8(b)	Correlation Analysis	24

LIST OF FIGURES

Figure		Page
1	Ethnic Group of Residents in Bangi	2
2	Gender	34
3	Ethnics	34
4	Marital Status	35
5	Age	35
6	Occupation	36
7	Month Salary	36

LIST OF ABBREVIATIONS

SPSS	Statistical Package for the Social Science
BWTPR	Bangi Wonderland Theme Park & Resort
CSI	Customer Satisfaction Index
SI	Satisfaction Index
KTM	Keretapi Tanah Melayu



CHAPTER 1

INTRODUCTION

1.1 General Background

Bangi is a small town situated south of Hulu Langat District, Selangor, Malaysia. The geography of Bangi is roughly situated between the towns of Kajang and Putrajaya. The town is surrounded by palm oil estates, most of which were converted to townships over the last 20 years. The town is surrounded by small Malay villages, within 3 kilometers distance, namely, Kampung Bangi, Kampung Bahagia, Kampung Batu Lima, Kampung Rinching.

There is a main road with shops houses on both side of the road. Behind these shop houses, 30 acres of rubber estates were converted to residential housing, now known as Kampung Aman. A Malaysian Palm Oil Board research station belonging to UKM is also located near to the town. Within 3 km, there are Seri Putra Bangi, Bukit Mahkota Bangi, Bangi Avenue, Taman Impian and many more. Bangi is linked to the KTM Komuter commuter train services via the Bangi Komuter station.

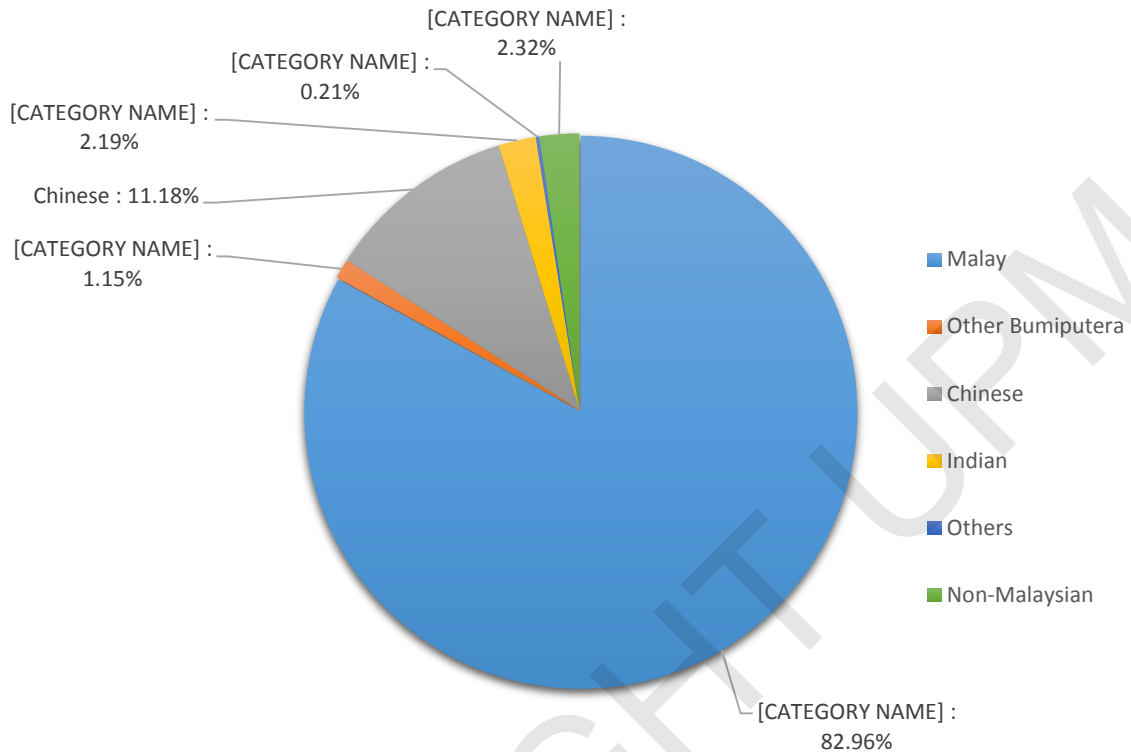


Figure 1 : Ethnic Group of Residents in Bangi

Source: Propsocial.my

This chart represents the ethnic group of residents in Bangi. There are Malay, Chinese, Indian, Bumiputera, others and non-Malaysian. Majority of ethnic group of residents in Bangi were Malay (82.96%). It was followed by Chinese (11.18%) which means 1,832 Chinese and Indian (2.19%), 359 in Bangi.

1.1.1 History of Water Theme Park

In the late 1800s, many entertainment venues started appearing all over Europe and the United States because of people having disposable income and leisure time to spend it. Many enterprising businessmen began setting up permanent entertainment venues, such as the Blackgang Chine amusement park on the Isle of Wight. In the beginning, these parks were marketed as health resorts or picnic spots, but owners soon found that consumers also craved entertainment in the form of rides or musical shows.

In 1895, Paul Boyton created a themed venue, the Coney Island Sea Lion Park, paving the path towards modern entertainment design. The park featured forty trained lions and Boyton's own aquatic inventions. He also included several early theme park rides, including a raft that went over a water slide, a roller coaster and a mill ride. Many of these features would be expanded in later years, and many still exist in modern theme parks today. In 1935, Santa Claus Town opened in Santa Claus, Indiana. This park featured attractions based on the Santa Claus legend, and is frequently cited as the first "true" theme park in the world.

In the 1950s, the leading theme park in the world, Disneyland, again changed the way people viewed theme parks. Rather than focusing around one central

theme as Boyton and his successors had done, Disney separated the park into several different regions, each with its own themed entertainment design, such as Fantasyland or Frontierland. Disney also introduced other modern conventions such as tying the park to other enterprises like television, movies and merchandising, and he also abandoned the idea of family ownership in favor of corporate ownership in order to secure better financing.

1.1.2 History of Bangi Wonderland Theme Park and Resort

Bangi Wonderland Theme Park & Resort is the newest one water theme park in Malaysia also in Selangor. Recently, Malaysia Tourism Council Gold Awards 2017 was held on 20 November 2017. Bangi Wonderland Theme Park & Resort has received one of the gold awards of Gold Award New Water Theme Park. It is a water theme park that was established in the Bangi Avenue that located in Kajang. The company started its operation in 27th August 2016 at the address No.2 Persiaran Bangi Avenue, 43000, Kajang, Selangor. Bangi Wonderland Theme Park & Resort own by Mr. Eng and Mr. Steven Chang as General Manager.

Bangi Wonderland Theme Park & Resort is the region's newest water theme park and resort located in Bangi, Selangor, one of Malaysia's most popular destination. Bangi Wonderland is the latest tourist attraction for both local and

overseas tourist. It is a complete water park experience for everyone, families, kids, teens and thrill seeker alike. From high-speed water slides to tranquil greenery, the Bangi Wonderland Theme Park & Resort would excited any visitor.

This unique water theme park features 16 attractions :

- a. Pirate Spa
- b. Water Cannon
- c. Surf Rider
- d. Kid Adventure
- e. Body Slide
- f. Spiralax
- g. The Fall
- h. Anaconda Trail
- i. Insane Racer
- j. Wonderloop
- k. Green Pearl
- l. Pirate's Bay
- m. Boomeriang
- n. Magic Funnel
- o. Meander River
- p. Typhoon River

It's surrounded by hectares of natural recreational forest. The company generally used the pirates as an official theme for their water theme park. In Malaysia, Bangi Wonderland is a first water theme park that used pirates as their official theme. The main character in Bangi Wonderland is Captain Catz and others animal such as Orangutan, Elephant, Hornbill, Hippopotamus, Amphibius, Rhinoceros, Parrot, and Crocodile.

1.2 Problem Statement

Bangi Wonderland Theme Park & Resort is the latest water theme park in Malaysia. It is located in Kajang, Selangor. This theme park has been operating for over a year. Normal for a new theme park has many comments in a negative and positive way. However, for this theme park get negative comments in the ticketing services either at the counter or on online. The ticket price sold by wonderland is RM58 for adults and RM48 for children under 130cm. Children under the 90cm are free. However, there are customers who say the price is very expensive. In addition, there is a negative comment on the theme park service as the staff there is no customer-friendly especially at ticket counter. There is also a comment on the slippery slides to slide so that they use their hands to move forward. It is among the negative comments found by Bangi Wonderland Theme Park & Resort. Here are customer dissatisfaction with the theme park.

1.3 Objectives

A research must have a clear set of objectives that will lead to improve the performance. The objectives in this research include the following :

- a. To identify the socio-demographic characteristics of the customer at Bangi Wonderland Theme Park and Resort.
- b. To determine the customer's satisfaction level towards ticketing services at Bangi Wonderland Theme Park and Resort.
- c. To identify relationship between socio-demographics of customers and their satisfaction level towards ticketing services in this theme park.

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