



***VISITORS' SATISFACTION TOWARDS QUALITY OF SERVICES AT
SKYTREX ADVENTURE MELAKA***

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**VISITORS' SATISFACTION TOWARDS QUALITY OF SERVICES AT
SKYTREX ADVENTURE MELAKA**



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**A Project Report Submitted in Partial Fulfilment of the Requirement for
the Degree of Bachelor of Park and Recreation Science in the
Faculty of Forestry
Universiti Putra Malaysia**

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Special dedicated to:

My beloved parents, Abd. Razak Bin Atan Hasan and Rahmah Binti Kasioh,

My siblings, brothers and sisters

My lecturers and friends

Thank you for your concern, understanding and supporting.



ABSTRACT

Skytrex Adventure Melaka is one of the well-known recreation destination in Malaysia that offers tree to tree 'sky-trekking' obstacle. All visitors have their own level of satisfaction to recreation destination, especially in term of quality of services to ensure repeat purchase and loyalty. Thus, it is important to determine the expectation of the visitors and the performance of the provision of services to undertake any remedial or improvement actions. The main objective of the study is to examine the level of visitors' satisfaction towards the quality of services provided in Skytrex Adventure Melaka. This study also determines the factors that influence visitors to Skytrex Adventure Melaka. The study used the modified Eco-tourist Services Quality (ECOSERVE) dimension to assess the services offered in Skytrex Adventure Melaka. Furthermore, this study used the Expectation-Performance Analysis or EPA to identify the services that require priority for improvement. Results indicated that, the level of visitors' satisfaction on the overall quality of services at Skytrex Adventure Melaka is low and it was found that visitors were less satisfied with some services that provided. Out of the 21 items, 14 items indicate that visitors were less satisfied and 2 items really needed urgent action which are providing comfortable waiting area and acceptable waiting time for next departure of activities. The results also showed that there were opportunities and recommendation that can be used to improve the service quality at Skytrex Adventure Melaka. Therefore, the findings of this study can provide useful information to the management of Skytrex Adventure Melaka for future improvement.

ABSTRAK

Skytrex Adventure Melaka adalah salah satu destinasi pelancongan terkenal di Malaysia yang menawarkan cabaran berhalangan dengan berjalan dari pokok ke pokok. Semua pelawat mempunyai kepuasan tersendiri terhadap destinasi rekreasi, terutamanya mengenai kualiti perkhidmatan yang ditawarkan yang membawa kepada pengulangan pembelian dan kesetiaan pelawat. Oleh itu, adalah penting untuk menentukan jangkaan pelawat dan prestasi penyediaan perkhidmatan untuk melakukan sebarang pemuliharaan dan penambahbaikan sesuatu tindakan. Objektif kajian ini adalah untuk mengkaji tahap kepuasan pelawat terhadap kualiti perkhidmatan yang disediakan di Skytrex Adventure Melaka. Kajian ini juga bertujuan untuk menentukan faktor-faktor yang mempengaruhi pengunjung datang ke Skytrex Adventure Melaka. Kajian ini menggunakan Dimensi Ekopelancongan (ECOSERVE) untuk menilai perkhidmatan yang ditawarkan di Skytrex Adventure Melaka. Selain itu, kajian ini menggunakan Analisis Jangkaan-Prestasi atau *Expectation-Performance Analysis* untuk mengenal pasti perkhidmatan yang memerlukan keutamaan untuk penambahbaikan. Keputusan menunjukkan bahawa tahap kepuasan pelawat terhadap kualiti keseluruhan perkhidmatan di Skytrex Adventure Melaka adalah rendah dan pengunjung kurang berpuas hati dengan beberapa perkhidmatan yang disediakan. Daripada 21 perkara, kajian ini mendapati 14 perkara menunjukkan pelawat kurang berpuas hati dan 2 perkara yang benar-benar memerlukan tindakan segera iaitu penyediaan kawasan menunggu yang selesa dan penerimaan waktu menunggu untuk perlepasan aktiviti seterusnya. Hasilnya juga menunjukkan terdapat peluang dan cadangan yang dapat digunakan untuk meningkatkan kualiti perkhidmatan di Skytrex Adventure Melaka. Oleh itu, hasil kajian ini akan dapat memberikan maklumat berguna kepada pengurusan Skytrex Adventure Melaka untuk penambahbaikan akan datang.

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APPROVAL SHEET

I certified that this research project entitled “**Visitors’ Satisfaction towards Quality of Services at Skytrex Adventure Melaka**” by Juwairiyah Binti Abd. Razak has been examined and approved as a partial fulfilment 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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LIST OF ABBREVIATIONS

NBT	Nature Base Tourism
ETD	Expectation-Disconfirmation Theory
ECOSERVE	Eco-tourist Service Quality
SERVQUAL	Service Quality
WTO	World Tourism Organization
EPA	Expectation-Performance Analysis



CHAPTER ONE

INTRODUCTION

1.1 General background

Skytrex Adventure is one of the agencies that provide outdoor recreation activities which is a high rope course. However, Skytrex Adventure introduces its kind of sky-trekking experience first in Malaysia where visitors can fly, swing, glide and dangle on the various aerial obstacles. Skytrex Adventure have different challenges in the sky suspended at 3 meters to 22 meters in the air that totally safe for having fun while appreciating the wonders of lush Malaysian Tropical Rainforest.

Skytrex Adventure vision to see the public closer to their natural environment through fun and educational eco-recreational activities. Then the mission is to become a leader in the creation and management of adventure parks in South East Asia and to provide forest activities that meet international safety standards and practices. There are 4 elements that Skytrex Adventure practices in order to achieve their mission and vision (Skytrex Adventure, 2013). The combination of the four Skytrex's elements makes the activities to be highly innovative and exceptionally unique. The first element is recreational. Skytrex is an outdoor recreational activity for all ages, which guarantees hours of fun and excitement. The second element is safety which their obstacles constructed and managed in accordance with international safety standards.

The next element is eco-friendly. Skytrex is constructed by giving great respect to the environment and provides a better management of forest for better conservation. Lastly is the educational element in order to provide an opportunity to learn about the rain forest and creates awareness of the fragile ecosystem (Skytrex Adventure, 2013).

Every person at their own level of satisfaction with a goods or services that provided to them. The satisfaction can be change according to the situation in which the person is involved in the particular activity (Rahman, 2017). This research is done to determine the satisfaction of the visitors on the services provided at Skytrex Adventure in Melaka. Many factors can influence the satisfaction levels of visitors and one of the factors is the services provided. That factor may include product and services quality such as facilities, accommodation, accessibility to tourism area, price, personal and situational factor such as staff's attitude, maintenance and etc. (Wilson, Zeithaml, Bitner & Gremler, 2008).

However, one of the key elements of successful destination management and marketing is visitor perceptions on the quality of a tourist destination, satisfaction with their experience and the resulting behavioral intentions. Those will influence the choice of destination and the decision to return (Ismail, Hanafiah, Aminuddin & Mustafa, 2016). Most tourism services providers, perform visitors' satisfaction surveys as a guide in managing tourism

destination. In other words, visitors satisfied when performance of tourism destination is higher than the visitors expectation about the place while dissatisfied when performance is lower than what visitors expected.

A very important consequence of having satisfied users is that will become strong supporters of the agency that provides the goods of services. For example, visitors come to Skytrex Adventure Melaka not only to do the recreation activities, but also for education and knowledge, family gathering, rest and relaxation. To achieve their satisfaction, services provided at least meet their expectations. Therefore, visitors' feedbacks and complains can indicate whether are they satisfied or dissatisfied towards services provided. Hence, the satisfaction of visitors should be examined so that future planning and development can be undertaken properly in order to maintain the number of visitors that come to Skytrex Adventure Melaka.

1.2 Problem statement

There are many studies on satisfaction of visitors at recreation area in Malaysia. However, most of the studies done are at the recreation park generally; and not specific to the agency that focus on one type of activity which is a high rope course as their main attraction like Skytrex Adventure Melaka. This means that most of the satisfaction surveys obtained from visitors are based on the recreation area as a whole and not a particular service of the

organization. Because of that, I decided to choose Skytrex Adventure Melaka as a study area to make a survey about visitors' satisfaction towards services provided. There are some comments from visitor, Joeal (2017) which mentioned that "the guide's attitude can be improved and little unfriendly behavior despite our effort trying to strike some conversation". Unfriendly staff will affect the satisfaction of visitor enjoying the activity and cause them decided to not come again.

Besides that, Skytrex Adventure Melaka have a limited number of participants that can run on every departure, which is 20 persons per departure. If big group of visitors come, they will be divided and need to wait for 2 to 3 hours to next departure. It will waste the visitors time for waiting and lower the exciting level of visitors. Because of that, some visitors will decide to quit and cannot finish the challenges. Other visitor had commented, "maybe Skytrex Adventure Melaka needs two starting points, in order to ease a group with lot of members" (Zalehah, 2017).

Seem like Skytrex Adventure are new in recreation and tourism industry in Malaysia they need to perform and serve the best services in order to maintain the number of visitors that came to the area. This survey could provide us some information about satisfaction levels of visitors towards services and helps management to improve their services.

1.3 Objectives of study

The main objectives of this study is to determine the visitors' satisfaction at Skytrex Adventure Melaka based on expectation and perceived performance of service quality. The specific objectives of this study are;

- i. To examine the level of visitors' satisfaction towards the quality of services provided in Skytrex Adventure Melaka.
- ii. To identify attributes of service quality that needs priority for improvement.
- iii. To determine the factors of influencing visitors come to Skytrex Adventure Melaka.

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