



***VISITOR'S SATISFACTION TOWARDS THE FACILITIES
AT PUDU ULU RECREATION PARK, CHERAS***

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**VISITOR'S SATISFACTION TOWARDS THE FACILITIES
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By

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I dedicate this final year project to my parents who have been a great source of inspiration and support. My dearest siblings and those who made it possible. Thanks for your prayer, concern, love and support. God will bless where you are. Amin.

ABSTRACT

The satisfaction of visitors to the park depends highly on what the benefits they get from the facilities of the park. This study was conducted to assess the satisfaction level of visitors on facilities at Pudu Ulu Recreation Park, Cheras and factors influencing their satisfaction level. In this study, descriptive and regression analysis were used to achieve the objectives. Result show that, among all the facilities provided in the park, the location of gazebo was found to have the highest of satisfaction while the number of kiosks in the park was rated the lowest level of satisfaction. Factors influencing the level of satisfaction are race, specifically the race Indian and Malay.



ABSTRAK

Kepuasan pengunjung ke taman sangat bergantung pada apa manfaat yang mereka dapat dari kemudahan di taman tersebut. Kajian ini dijalankan untuk menilai tahap kepuasan pengunjung terhadap kemudahan di Taman Rekreasi Pudu Ulu, Cheras dan faktor-faktor yang mempengaruhi tahap kepuasan mereka. Dalam kajian ini, analisis deskriptif dan regresi digunakan untuk mencapai matlamat. Keputusan menunjukkan bahawa, di antara semua kemudahan yang disediakan di taman ini, lokasi gazebo didapati mempunyai kepuasan tertinggi manakala bilangan kios di taman itu dinilai pada tahap kepuasan yang paling rendah. Faktor yang mempengaruhi tahap kepuasan adalah kaum, khususnya kaum India dan Melayu.



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APPROVAL SHEET

I certify that this research project report entitled “**Visitor’s Satisfaction towards the Facilities at Pudu Ulu Recreation Park, Cheras**” by Noramirah binti Aziz has been examined and approved as a partial fulfillment 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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LIST OF ABBREVIATIONS

DBKL	Kuala Lumpur City Hall
FTPUPA	Friends of the Pudu Ulu Park Association



CHAPTER 1

INTRODUCTION

1.1 Introduction

One area of landscape design which is experiencing an increase of activity is the design of public parks. This is because of the Government's decision to develop new parks to help improve the health and well-being of the population (Jamil, 2002). Public parks are an important element in producing a successful city in the world. Public park areas are developed to serve as major activity areas in the city or town area. Each activity needs special facilities with certain equipment for that activity. Facilities can be broadly defined as a building where combination of men, materials and machines for the stated purpose. Usually it is to make a tangible product or provide a service. Accessibility to facilities is one of the key points to satisfy visitors.

Recreational Park is an area of importance especially in residential areas. The government's effort to make a recreational park for every housing project. This action should have been taken since long ago as the existence of a recreational park ensures positive impacts arise. In fact, the existence of this recreational park becomes a place to gather and strengthen the relationship between neighbors. Normally parents will send their children to play in this park and while waiting for the children to play, parents will chat with neighbors who

are also waiting for their children. This interaction ensures the relationship between the people is friendlier and closely intertwined.

Good facility management can enhance the ability of public recreation park management as a product that can generate revenue and meet the needs and wants of consumers. Preparation of attractive designs of a public recreational park, it is able to offer the facilities needed to all category of community besides that will be attractiveness to tourists and visitors. Modern life has caused human distress and efforts to make the concept of a city in a reality park will help the people of this country calm their thoughts and eliminate the stress of life. Various leisure areas with user-friendly facilities are built to attract people's interest in recreation all the time. Its atmosphere with greenery and there may be lakes around it giving a sense of silence that is needed by humans after tired working in the office. This situation reduces pressure in the office and ensures that one gets the energy to continue his life. This action will make the quality of the people's self and mental health improved for a certain period of time. Over time, the lives of the people in this country will be more calm and harmonious as the nation prioritizes a balanced development in the planning of the modernization.

The main objective of managing parks and recreation areas is to providing satisfying experiences to park visitors. With the increase in demand for accountability, it is becoming increasingly important to document the progress toward the achievement of this goal of visitor satisfaction (Glover, 1999). Thus, it is very important to get information regarding park visitor satisfaction that can serve as the basis for sound policy, personnel, budgeting and programming decisions. Manning (1999) reported much of the accumulated information lacks management implications to accumulate important information regarding many of the variables that predict visitor satisfaction with many efforts they had done. It is very important to identify a certain expectation of visitor satisfaction in which the park manager can manage of the park.

The generally definition of visitor satisfaction is the discrepancy between what is expected (expectation) and what is actually received or experienced (perception). Visitor satisfaction can be defined to many perspectives, including international visitors, domestic visitors, managers, experts and agencies. Measures the satisfaction of visitors providing feedback to meet and exceed visitors' expectations for identifies that areas where can do improvements. Visitor satisfaction can be measured in various ways from listening to casual comments made by visitors, using comment boxes, focusing on groups, and short or broad questionnaire surveys. Different approaches can be divided into quantitative and qualitative that have strengths and weaknesses, when used strategically together they complement each other.

1.2 Problem Statement

The main purpose of this study is to highlight the visitors' satisfaction levels on the facilities in Pudu Ulu Recreation Park. At present, there are several facilities in Pudu Ulu Recreation Park which is playground, swimming pool for kids, jogging trails, reflexology footpath, football field and others. One of the main problems related to the facilities of the park environment is the evaluation of the level of satisfaction of visitors. Knowing satisfaction levels is necessary because it could indicate that the facilities provided has met the needs and wants of visitors. So, this study want to reduce the complaint toward management.

However, the satisfaction of visitors to the park depends highly on what benefits the visitors can get from the facilities at that park. For an effective management park we need to know the visitors views and requirement. By recognizing all this matter hopefully that government will improve the facilities for recreation at this place. For the park management, it is important that visitors to the park sustain their interest and enjoyment in order to help in healthy life and build a strong relationship among community.

1.3 Objectives

There are two specific objectives which are:

- a. To assess the satisfaction level of visitors on facilities at Pudu Ulu Recreation Park, Cheras.
- b. To identify factors influencing their satisfaction level.



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