



***VISITORS' SATISFACTION TOWARDS SERVICE QUALITY AT PAYA
BEACH SPA AND DIVE RESORT, TIOMAN ISLAND***

BALQIS NABILAH BINTI AGUSLI

FH 2018 135

**VISITORS' SATISFACTION TOWARDS SERVICE QUALITY AT PAYA
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By

BALQIS NABILAH BINTI AGUSLI

**A 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**

2018

DEDICATIONS

To my beloved family and friends
I really appreciate all the emotional supports, encouragements
And inspiration that was given in my time of needs.



ABSTRACT

This study was conducted to assess the visitors' satisfaction towards the service quality offered by Paya Beach Spa and Dive Resort. Although this resort has a 3-star online rating reviews, it still lacks on the service quality resulting in many complaints and customers' dissatisfaction. Due to monsoon season, money and time constraint, only 92 respondents were chosen using convenience sampling. From the questionnaires, data obtained were demographic characteristic and the visitors' level of satisfaction towards the five attributes concerning the service quality. In answering the objectives of this study, data was analysed using descriptive analysis, correlation and multiple regression analysis. The result shows that the relationship between the visitors' satisfaction and service quality are all significant at 0.01 level. It shows that human element and social responsibility in service quality are important attributes in deciding their level of satisfaction and factor for repetition of visit to the resort. Based on the result obtained from this study, it can be concluded that the findings and information be appropriately used as guidelines for the management of the resort to help increase visitors' satisfaction.

ABSTRAK

Kajian ini dilakukan untuk menilai tahap kepuasan pelawat terhadap kualiti perkhidmatan yang disediakan oleh Paya Beach Spa and Dive Resort. Walaupun resort ini mempunyai taraf tiga bintang bagi penilaian di laman sosial, tetapi resort ini masih kurang dari segi kualiti perkhidmatan yang menyebabkan banyak aduan dan ketidakpuasan hati pelanggan. Disebabkan oleh musim tengkujuh, kekurangan masa dan duit, hanya 92 responden dipilih dengan menggunakan persampelan mudah. Berdasarkan soal selidik, data yang diperolehi adalah maklumat demografik dan tahap kepuasan pelawat terhadap lima atribut yang berkaitan dengan kualiti perkhidmatan. Bagi menjawab objektif kajian ini, data dikaji menggunakan analisis deskriptif, korelasi dan regresi berganda. Hasil kajian menunjukkan bahawa hubungan antara kepuasan pelanggan dan kualiti perkhidmatan semuanya adalah penting di tahap 0.01. Kajian ini juga menunjukkan bahawa elemen manusia and tanggungjawab sosial dalam kualiti perkhidmatan adalah atribut yang penting dalam menentukan tahap kepuasan dan faktor bagi pengulangan lawatan ke resort. Berdasarkan keputusan yang diperolehi dari kajian ini, adalah dirumuskan dan digalakkan kepada pihak pengurusan bagi meningkatkan tahap kepuasan pelawat.

ACKNOWLEDGEMENT

Alhamdulillah. I am truly grateful to the Almighty for giving me the opportunity and strength in completing this final year project. I am also very grateful to be able to go through this process in a healthy condition and if anything, do not affect my efficiency during this project.

I want to wish my sincere thanks to my supervisor, Dr. Siti Suriawati binti Isa, for giving me guidance and necessary knowledge throughout the journey in completing this study. I also would like to express my appreciation to the examiner, Dr. Evelyn Lim Ai Lin for her constructive criticism and comments in completing this project. My appreciation and gratitude also to Dr. Mohamad Roslan bin Mohamad Kasim for his constructive advice especially in sampling technique and data analysis. I also want to acknowledge my lecturers who give me motivation and give all the necessary reference in completing my report successfully.

I would like to thank the staffs at Paya Beach Spa and Dive Resort for their support and cooperation.

Also, I am grateful and want to express my thanks to those who have helped me in completing this project directly or indirectly.

Lastly, special dedication to my parents, Mr. Agusli bin Akbar and Mrs. Nazimah binti Yazid, family and friends for all their support given. Their words and act of encouragement throughout this process really helps me get through it and complete this project.

APPROVAL SHEET

I certify that this research project entitled **“Visitors’ Satisfaction towards Service Quality at Paya Beach Spa and Dive Resort, Tioman Island”** by Balqis Nabilah Binti Agusli had been examined and approved as a partial fulfillment of requirement for the Degree of Bachelor Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

Dr. Siti Suriawati Isa
Faculty of Forestry
Universiti Putra Malaysia
(Supervisor)

Prof. Dr. Mohamed Zakaria bin Hussin
Dean
Faculty of Forestry
Universiti Putra Malaysia

Date: June 2018

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 Study Background	1
1.2 Problem Statement	2
1.3 Objectives	4
2 LITERATURE REVIEW	
2.1 Customer Satisfaction	5
2.2 Service Quality	6
2.3 Customer Loyalty	7
2.4 SERVQUAL	8
2.5 Expectancy-Disconfirmation Model	9
3 METHODOLOGY	
3.1 Background of Study Area	11
3.2 Research Design	14
3.2.1 Survey and Measuring Instrument	14
3.2.2 Population and Sample Size	15
3.2.2.1 Determining Sample Size	16
3.2.2.2 Sampling Technique	17
3.3 Analyse Data	18
3.3.1 Descriptive Analysis	18
3.3.2 Correlation Analysis	18
3.3.3 Multiple Regression Analysis	19

4	RESULTS AND DISCUSSION	
	4.1 Descriptive Analysis	21
	4.1.1 Gender	21
	4.1.2 Age	22
	4.1.3 Nationality	22
	4.1.4 Education Level	23
	4.1.5 Employment Status	23
	4.1.6 Income	24
	4.2 Correlation Analysis	25
	4.3 Multiple Regression Analysis	28
	4.4 Discussion	30
5	CONCLUSION AND RECOMMENDATIONS	
	5.1 Conclusion	33
	5.2 Recommendations	34
	REFERENCES	36
	APPENDICES	40
	Appendix A: Questionnaire Form	41
	Appendix B: Permission Letter	49

LIST OF TABLES

Table	Page
1 Visitors' gender	21
2 Visitors' age	22
3 Visitors' nationality	22
4 Visitors' education level	23
5 Visitors' employment status	24
6 Visitors' monthly income	24
7 Correlation Between Service Product with Overall Satisfaction	25
8 Correlation Between Human Element with Overall Satisfaction	26
9 Correlation Between Non-Human Element with Overall Satisfaction	26
10 Correlation Between Tangibles of Service with Overall Satisfaction	27
11 Correlation Between Social Responsibility with Overall Satisfaction	28
12 Multiple Regression Output	29
13 Output Summary of Regression	30

LIST OF FIGURES

Figure	Page
1 Operation of the Expectancy-Disconfirmation Process	10
2 Maps of Location of Tioman Island in Malaysia (above) and Location of Paya Beach Spa and Dive Resort in Tioman Island (below).	13



LIST OF ABBREVIATIONS

Kg.
ATV
SPSS
SERVQUAL

Kampung
All-Terrain Vehicles
Statistical Package for Social Science
Service Quality



CHAPTER 1

INTRODUCTION

1.1 Study Background

Service quality and customer satisfaction are inarguably two core concepts that are at the crux of the marketing theory and practice (Spreng & Mackoy, 1996). Every company should always uphold these two concepts in order to create customer's loyalty. Perceived service quality is the customer's expectations towards the service provided by the company. It is how the customer expected to be treated and served. This may due to online reviews or message travel through word of mouth. Visitor's satisfaction is whether or not the service provided by the company meet their customers' expectation. It can be subjective and easily affected just by the simple engagement between staff and customer. These two concepts correlated with each other. Many research and studies were done on these two major concepts and how they are related (e.g, Parasuraman, Zeithmal & Berry, 1988; Spreng & Mackoy, 1996).

There are many factors that may affect the service quality of a company. SERVQUAL instrument (Parasuraman *et al.*, 1988) is the foundation in measuring the service quality by using five main elements which are reliability, responsiveness, assurance, empathy and tangibles. This model helps in determining the service quality offered by a company and how the customers

respond to it. A disappointing service quality can affect the satisfaction of visitors tremendously.

A company especially one major in hospitality such as hotels and resorts should always acknowledge the cause and effect of an unsatisfied customer through constant survey (González, Comesanã & Brea, 2007). This can abruptly justify the reason and resulting in the management's effort in upgrading the quality of service offered to the customers. By securing the expectation of customer, the company can simultaneously increase the possibility of repetition of visit and recommendation by the customer themselves (Boulding, Kalra, Staelin & Zeithmal, 1993).

1.2 Problem Statement

Paya Beach Spa and Dive Resort claimed to have a 3-star hotel rating. They are also known to have 3 star online rating reviews in most online travel advisor. Since the resort management is known to have a good rating, customers would have high expectation on their service quality during their stay. Customers' perceptions are that, the higher the rating, the higher the service quality offered (Ahmad & Atefeh, 2012). Most customers are willing to spend more in order to get high standard of services throughout their vacation (Zeithaml, Berry &

Parasuraman, 1996). Thus, when guest's expectation did not achieve, it may cause dissatisfaction.

Based on a few online reviews such as in Booking.com and TripAdvisor, the management in Paya Beach Spa and Dive Resort, overlooked on their service quality offered towards their customers mainly in how they interact and communicate with the guest of the resort. The lack of training may be the cause of misconduct between the staffs and the guests. Guests who are not satisfied with the service quality of the resort give bad reviews online. According to online reviews Booking.com (2017), one of the guests named Lalitha was dissatisfied with the resort's services during her stay on the 28th of August 2017. Her complaint was on how the staffs were treating them with double standard just because they were Malaysian and a staff from the activity center interacts with them rudely when they asked for information. In TripAdvisor (2017), a guest named Shahriar complaint on how she was treated disrespectfully by a kitchen staff and also had to deal with an untrained receptionist during her stay at Paya Beach Spa and Dive Resort on 10th of November 2016. In Booking.com (2017), a guest named Siti, complaints about the staff being unfriendly and not engaging with the guest when she was staying at the resort on 17th of October 2017. Some of the problems are repeated for over a year regarding poor service quality. It shows that the management does not address the issue to their staffs or does not take it seriously in resolving the matter. Bad reviews may affect the

resort in a long-run by not only eliminating the potential loyal customer but will also discourage new customers from coming to the resort.

1.3 Objectives

- i. To determine the relationship between visitors' satisfaction and service quality
- ii. To determine service quality factors that affect visitors' satisfaction at Paya Beach Spa and Dive Resort, Tioman Island.

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