

An Empirical Study on the Tourist Satisfaction

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ABSTRACT

The main purpose of this study is to understand of customer satisfaction on tourist attraction, tourist facilities, transportation, safety and road convenience in Malaysia rural tourism. The questionnaire method was selected because the instrument of this study using Likert Scale. Question data questionnaires were analyzed using Statistical Packages for Social Sciences software (SPSS) version 20. The findings showed that tourist attraction, tourist facilities, transportation, safety and road convenience enhance satisfaction in Malaysia rural tourism. It was also revealed that satisfaction partially mediates the relationship between service quality and trust. In future more research needs to be carried out to explore the role of satisfaction in Malaysia rural tourism industry. It is important to do the study utilizing experimental design by planning of this study is formed descriptive by employing a quantitative approach. The findings imply that the relationship between satisfaction and profitability may reside in satisfaction's influence on tourist attraction, tourist facilities, transportation, safety and road convenience play a crucial function within the Malaysia rural tourism industry.

Keywords: *tourist attraction, tourist facilities, transportation, safety and road convenience, rural tourism*

I. INTRODUCTION

Tourism is considered one of the corner stone industries and ranked as Malaysia's second-largest industry. It plays a major role in reducing poverty levels among rural communities, especially in rural tourism destinations. Most importantly, rural tourism is seen as an opportunity for locals living in tourism destinations to derive positive benefits from the growth of tourism and forest and protected area protection by the state. Past studies have shown that rural communities' quality of living and employment depends heavily on the tourism industry (Bredhenhann & Wickens, 2003; Ruiz Molina, Gil-Saura, & Moliner-Velazquez, 2010 as cited in Lo et al., 2014). Nevertheless, if not handled in a responsible way, tourism may have a negative effect on the local community. Local community leaders and stakeholders in the tourism industry will work together to operate rural tourism industry as an 'urban sector' to achieve sustainable tourism growth (Murphy, 1985 as cited in Lo et al., 2014). Therefore, residents must be able to engage in the process in order for the tourism-related economy to maintain it and the residents to be happy. Given the level of contact between residents and visitors, their ability to serve as good hosts is crucial to tourism success. Residents are also encouraged to engage actively in the planning process and their attitudes towards tourism and their perceptions of its effect on community life need to be constantly assessed to improve their satisfaction (Allen, Long, Perdue & Kieselbach, 1988 as cited in Lo et al., 2014).

The findings of this study should be able to establish a solution for waterfalls in Sungai Pisang. The solution can be improved in term of service and quality, for an example Sungai pisang waterfalls would be the best place to provide service and quality to spend the weekend that attracting visitors and locals. It can also lead to tourism growth there and making the place for the active selling of crafts, local fruits and food vendors to do business in the area. It makes local have opportunities that help them to earn extra income. Finally, by improving service quality at Sungai Pisang waterfalls. It can increase the number of tourist spots around the Selangor.

II. LITERATURE REVIEW

A. Underpinning Theory

This study investigate that Infrastructure is critical to sustainable tourism development particularly in an emerging economy such as Nigeria. Infrastructure refers to the fundamental facilities and systems serving a country, city or area including the services and facilities necessary for its economy to function. Marta Amaral (2019) Rural tourism meets the needs of a growing group of urban consumers who seek to break away from everyday life and gain a reinvigorating, rural and authentic experience that integrates traditions, customs and local identity.

Tourism is a key sector in the sustainable development of rural environments. Its ability to create stable employment and an acceptable level of profits is conditioned by the stability of tourist activity throughout the year Guaita Martínez, José Manuel (2019). On the other hand, roads, railways, airports, electricity, water supply, sewage and waste disposal, medical facilities, communications, security apparatuses and the like represents supporting tourism infrastructure. most authors agree that comfortable and affordable accommodation facilities play a very important role in popularizing any tourist location as it forms a base for tourist's exploration of the urban and rural environments. These include serviced accommodation and non-serviced accommodation.

The potential for rural tourism development is conditioned by entrepreneurs' capability to utilise local physical and non-material resources sustainably Jonathan Moshe Yachin & Dimitri Ioannides (2020). Crouch and Ritchie (1999), who examined tourism infrastructure in the context of comparative and competitive advantage, stated that tourism planning and development would not be possible without roads, electricity, sewage, potable water and airport/ harbour in terms of international tourism.

The study is to maintain and sustain of rural tourism in the developed world as an alternative tourism form in Kg. Pisang. This journal it studies tourism sustainability in rural areas requires a thorough investigation into the existing infrastructure. The same goal is to determine whether the quality of the service of the introduction of the facilities will attract or influence the tourist coming to the rural area for the first time and will come back later.

B. Tourist Satisfaction

Rural tourism facilitates the development of declining areas by providing additional forms of employment and reducing out-migration Jarno Suni & Raija Komppula(2020). Satisfaction is an important factor to be taken into account by the customer in deciding whether to continue a purchase or otherwise. Tourist satisfaction with a particular destination may be the result of multiple factors, including the expectations generated before and during the trip, as well as the tourist's perception of service received. Tourist satisfaction reflects both a cognitive and an emotional phenomenon (Bigne & Andreu 2004). The analysis of the causes of that generate satisfaction is much scarcer. Among the different types of antecedents that influence tourist satisfaction, a great deal of analysis has been directed towards the attributes of the service offering. Satisfaction is a psychological concept that involves the feeling of well-being and a pleasure that results from obtaining what one hopes for and expects from an appealing product and or service (Chi & Qu, 2008). Customer satisfaction is a result of a client's perception of the value received (Rojas, 2010; Vazifehdoost et al. 2014). Kirillova and Udalova (2013) explain that satisfaction expresses the emotional and subjective state of the consumer linked with their needs. Customer satisfaction is a popular theme of research in different social and economic sectors.

There are still many discussions over the particularities and the essence of satisfaction in tourism, and even the satisfaction concept itself. Based on previous research regarding tourism destination, it is known that customer satisfaction in tourism industry recognized as one of the key judgments that consumers make with regard to a tourism service (Rathnayake, 2015). In other words, tourist satisfaction is directly affected by the tourist expectation (Xia et al., 2009) and perceived value (Huang and Su, 2010; Chen and Chen, 2010). Satisfaction has always been a central focus of business operation. It is a leading indicator of destination performance and a key point of differentiation. Tourism destinations and service providers must pay even greater attention to customer satisfaction in the modern-day environment because of the fast-evolving competitive landscape resultant from recent consumer and technological trends, which make customer satisfaction more important than ever (e.g., Confente, 2015; Oh, Fiore and Jeoung, 2007; Möhlmann 2015; Sharma and Baoku, 2013; Sparks and Browning, 2010).

C. Tourists Attraction

Carvalho & Chavez (2018) suggest that one of the greatest attractions of rural tourism is also hospitality, characterized by simplicity and the revitalization of cultural roots of each region, highlighting gastronomy, traditions and way of life. Similarly, Benur and Bramwell (2015) assert that tourism destinations rely on their primary tourism products as mechanisms to pull and motivate tourists to visit them. Besides, the definition assumes that tourists only travel for leisure purposes eliminating other purposes of tourism trips such as business, visiting friends and relatives, health among others. However, a more concise definition is provided by Hu and Wall (2005) who say that an attraction is a permanent resource that can either be natural or man-made and whose main purpose of development and management is to attract tourists.

A more practical way of looking at attractions is provided by Lawton and Weaver (2010) who capitalizing on Leask's (2008) work, contend that attractions should not be classified based on ownership, capacity, market, permanency and type only but for them to be comprehensive enough and well encompassing, attractions should be classified according to such attributes as ownership, orientation, spatial configuration, authenticity, scarcity, status, carrying capacity, accessibility, market and context (Lawton and Weaver, 2010).

Kotler and Keller (2012) and McKercher (2016a) present us a six tier product hierarchy which can also be applied in the tourism system. According to these authors, every need could ably be satisfied by any product in the product family and its subsets depending on the simplicity or complexity of the need itself. In other words, specific needs can best be satisfied by specific tourism products. Kotler and Keller (2002) and McKercher (2016a) present us a six-tier product hierarchy which can also be applied in the tourism system. They say that every need could ably be satisfied by any product in the product family and its subsets, depending on the simplicity or complexity of the need itself. In other words, specific needs can best be satisfied by specific tourism products or attractions.

D. Tourist Facilities

Recreational facilities are an integral part of physical infrastructure which is an indispensable pillar of overall economic and tourism development (Khadaroo and Seetanah in: Jafari and Xiao, 2016). Along with hotels and other hospitality facilities, they form the constituent called tourism infrastructure. Each of these elements boosts tourism development mostly by raising the attractiveness and competitiveness of a destination. Infrastructure focuses more on providing preconditions for development, while recreational facilities are seen as a way to improve everyday life. They should be accessible on an everyday basis and developed for local community and visitors (Bell et al. 2007; Lewinson, 2001), including a range of different elements from hiking, trekking and thematic trails to sports halls, water parks and swimming pools (Hadzik and Grabara, 2014; Heldt, 2010).

In the context of tourist destination, Narayan, Rajendran and Prakash Sai (2008) used ten dimensions of service quality which captured the core tourism experience such as natural beauty, climate and cultural heritage, information (such as the availability of information at tourist spots), hospitality (courteousness and friendliness of locals), fairness of price (such as pricing system for locals and tourists), hygiene (cleanliness at tourists spots), amenities (such as internet and telecommunication services), value for money (such as level of price and quality of products), logistics (transportation), food (local delicacies) and security (such as safety).

E. Transportation

Measuring service quality for public transport has two dimensions: the first would be objective dimension, whereby, service quality is objectified in performance indicators such as frequency and speed; while the subjective dimension measures service quality through consumer judgments (Mouwens and Rietveld, 2013). There would essentially be no tourism without the support of transport. Unfortunately, in the process of carrying tourists to, from

and within destinations, transport contributes the most emissions in tourism (Dubois, Peeters, Ceron, & Gössling, 2011; Gössling, Scott, & Hall, 2013; Peeters & Dubois, 2010). In line with the global concerns for sustainability, there has been a great interest in mitigating the negative environmental impacts from tourism (Hall & Lew, 2009; Hall, Scott, & Gössling, 2013).

Sustainable transport development is important in rural areas, especially in nature-based attractions, where there is a dilemma between increasing accessibility and preserving the environment. Clearly, good access to and within the destinations is important for tourists (Sorupia, 2005). However, infrastructure and transport construction and development may affect the built and natural environmental attributes that are the main attractions of the place (Høyer, 2000; Lumsdon & Owen, 2004).

In contrast to rural areas where there are often only bus services, PT in the urban areas includes a variety of modes such as train, metro, tram and bus, of which metro is the most commonly used mode for tourists as in the case of many European cities such as Munich (Le-Klãhn, Hall, & Gerike, in press) and Paris (Simon, 2012). Ferry services in some urban river and archipelagic locations may also be significant and are often integrated with bus transport. PT ferry services may even become iconic elements of a destination, as in the case of Sydney (Michael, 2010) or Hong Kong (Ceder, 2006).

F. Safety

For the development of tourism in a destination it is extremely important to perceive all the weaknesses that occur in the field of safety and security. Let us list some that can be used by not well-intentional visitors. These are (Štetić 2003). Safety is an essential component in all tourist destinations which includes transport routes, zoos, parks, restaurants, rest rooms, hotels, malls or religious places to tourists.

Hence, some authors tend to use the single word surety from the combination of safety and security Popescu, Liliana (2011). Another statement by Tarlow, P. E. (2014) is that surety in tourism does not only affect a vacation, but also the industry. Surety in tourism is a point where safety, security, reputation and economic viability meets together. Besides that, surety is also meant to decrease the possibility of a negative event to occur. Zainal (2012) strongly claimed that the safety and security has been identified as one of the indispensable factors in boosting the tourism activities in the new millennium.

Safety and security is a complicated multidimensional notion which political security, health and sanitation, tourists' privacy and legal protection of travelers are all attached to it (Kovari & Zimanyi, 2011). Scholars have identified a range of tourism activities that are exposed to safety risks, including wildlife attack, disease infection, natural disasters and unsafe travel conditions (Mansfeld & Pizam, 2006).

In the age of global tourism indispensable conditions for travel and tourism include safety and security and their importance has been growing in last two decades because of the decreased security, as a result of terrorist acts, local wars, natural disasters, epidemics and pandemics, etc. which necessitates studies in the relationship between security

issues and tourism (Kôvári & Zimányi, 2011). Talking about safety and security in tourism, it is important to clarify the notions and terms, used henceforth in the paper, because the difference between safety and security is not always evident based on the assumption that both describe conditions of protection (without risks) – protecting assets from hazards/threats creating safe/secure conditions.

G. Road Convenience

Sabah Rural Development Minister Datuk Ewon Benedick has proposed that a Rural Tourism Road category be created to facilitate the government's efforts to provide special allocations for road maintenance or upgrade. He said the category was important because most of the roads connecting tourist centres run by rural communities could not be maintained due to fund allocations. *Bernama* (2019).

Road infrastructure has a remarkable effect on tourism systems, and accessibility is also predicated on good road infrastructure and networks (Tóth & Dávid, 2013). If the roads are bad, tourists will not be able to have easy access to tourist sites in the destination countries (Archer et al., 2005). This, will, undoubtedly have effects on people whose major source of livelihood is from the jobs and revenue generated as a result of tourism.

Good road infrastructure serves as an integral link between transportation, product of tourism and the tourism market (Cooper & Hall, 2007). The provision of good road infrastructure will enable efficient and effective transportation which is the catalyst factor for the sustainability of tourism system without which tourism cannot survive (Omisore & Fadoyin, 2012). Therefore, there is need for the development of functioning and well-maintained road infrastructures, assets and facilities. These can be achieved through proper planning based on government policy that speaks to ensuring that the road network and infrastructure are always well maintained.

III. METHODOLOGY

Quantitative research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables and generalize results from a larger sample population. Quantitative data collection methods are much more structured than qualitative data collection methods where it includes various forms of surveys. In this study, we focused on surveys in the form of questionnaire to gather the primary data.

A. Sampling and Data Collection

The sample consists of 96 individuals, and we only took 90 respondents to be calculated. This study used cross-sectional method because the survey and the study take place at a single point at a time. We used convenience sampling because it is easy to collect the data from the population which had free time to fill-up the form. In addition, purposive sampling was also used in this research which we already targeted the respondents in certain rural area.

Primary data is information collected through original or first-hand research. For example, surveys and focus group discussions. Questionnaires were used because all interviewees could read, understand, and write. A Likert-type scale was followed by the five-category response continuum: strongly disagree, disagree, neutral, agree and strongly agree; each respondent selected the response that best described his or her reaction to that statement.

On the other hand, secondary data is information which has been collected in the past by someone else. For example, researching in the internet and articles. The objective of any study defines whether primary or secondary data is to be collected. Usually, the collection of primary data is costly and more time-consuming than secondary data but it serves a specific need and control.

B. Questionnaire Development

The questionnaires consisted of 2 sections, Demographics and Factors that can be implemented to the place. The demographic data captured items related to the respondent's age, gender, origin, and income. Whereas, section 2 questions were related to the variables using 5 likert scales. Those 5 likert scales are specify by the level of agreement or disagreement on asymmetric (1) = strongly disagree, (2) = disagree, (3) = neutral, (4) = agree, (5) = strongly agree.

The researcher chose the questionnaire where the questions are directed to the respondents since direct questions will help the respondents to answer the question easily. There are two sections in this questionnaire: Part A and Part B. Part A contains the personal data or demographic profile of the respondent such as gender, age, income level and origin. Part B contains question related to the independent variable about the rural area tourism performances in Malaysia.

These data were key in into Microsoft Excel and run by SPSS system to have descriptive and inference analysis were run. The data was gathered by using google form and SPSS software version 2.0. We had spread the google form to the people and also to the residents around Gombak, Selangor. The factors are measured using the Nominal Scale.

IV. FINDINGS AND DICSUSSION

Following the review of literature, the 5 main variables in this study are safety, road convenience, tourist attraction, tourist facilities and transportation. The demographic analysis reveals that most of the participant are female. There were 60 male respondents and 30 female respondents. After that, we measured the respondent's ages and get the result that shown the majority of the respondents are from the age group of 19 to 25 years old, while the least contribution of the respondents to this questionnaire survey is from the age group of below 18 years old. After that, we examined the respondent's contribution to this questionnaire survey based on their origin. Based on the result, it found that most of the respondents are from Selangor. Whereas the second highest is from others state. This questionnaire has also been answered based on their income level. Most of the respondents that answered the

questionnaire are below RM1000. There are 31 respondents that their income level is from RM1001 to RM2000, there are 15 respondents that their income level is RM2001 to RM3000, and 2 respondents are over RM3000. The results show that most of the respondents are tourist.

The objective of this study is to determine tourist satisfaction if we improve the facilities at Sungai Pisang, Gombak. The factors that can consider gaining tourist satisfaction was measured by using 26 quantitative questions according to the independent variables in which respondents are required to indicate the extent to which they agree or disagree with each of the statement by indicating numbers that best describe their perception. All the 26 items of question were Likert-scales using five points ranging between 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The responses were analyses and described by using Cronbach Alpha which to know it is reliable or not reliable.

By using regression analysis, the results shows that the percentage of tourist satisfaction is 100% of the variance safety, tourist attraction, tourist facilities, road convenience and transportation. 80.7% of the total respondents agreed with the safety, while the rest explained by another factor. There are 89.5% agreed with the tourist facilities to gain tourist satisfaction. Next, tourist satisfaction is explained by the transportation which is 80.1% from the total of all respondents are agreed. Road convenience gained 84.5% and for tourist attraction is 71.9% of total variance are agreed. The result from this regression analysis showed that the regression coefficient of Transportation is relatively high compared to other independent variables. It also showed that Transportation, Road Convenience and Safety are more important than others independent variable which can gain tourist satisfaction.

V. CONCLUSSION AND RECOMMENDATION

The purpose of this research is to develop a solution for waterfalls in Sungai Pisang. The solution can be enhanced in terms of service and quality for customer satisfaction. It is automatically increasing the number of tourist spots across Selangor and promoting Malaysia rural tourism industry. The objective of this study is to develop tourist attraction in order to reach tourist satisfaction by make the Sungai Pisang Waterfall completely providing all amenities and making improvement to the natural beauty surrounding for whoever visit the Sungai Pisang Waterfall. Besides that, the objective also wants to analyses service quality for tourist satisfaction by making questionnaire and interview with local people live around Gombak and from outside Gombak. Moreover, objective of this study wants to identifying factors of tourist satisfaction during travelling in rural area by making survey from the tourist and request for the cooperation from all parties to protect the environment by keeping the area clean.

There have several independent variables from the research findings to find out the agree from locals and outsiders. First independent variable is safety. From the research finding there 80.7% respondent agreed to prioritize safety issues in waterfall areas by providing security camera, safety guards, traffic control, safety equipment and guard house. Second independent variable is tourist facilities. From the research finding there 89.5% respondent agreed to provide tourist facilities in waterfall areas by providing rest area, public toilet, recycle bin, information

counter, food stall and electric supply to fulfil tourist basic amenities. Third independent variable is public transport. There 80.1% respondent was agreed if Sungai Pisang Waterfall provide public transport to facilitate their movement by providing bus, taxi, bicycle rental, four-wheel drive and tourist van. Fourth independent variable is road convenience. From the research finding there 84.5% respondent agreed if Sungai Pisang Waterfall has road convenience by providing paved road, road barrier, road lamp, sign board and two-way streets. Fifth independent variable from the research finding is tourist attraction. There 71.9% respondent was agreed if Sungai Pisang Waterfall have a tourist attraction such as homestay, handcraft, landscape, resort and historical building. All the research finding result subject from interview questions given to locals and outsiders to analyses opinions and support for develop tourist attraction in order to reach tourist satisfaction at Sungai Pisang Waterfalls, Gombak, Selangor.

Local communities' involvement is best part of the concept of rural tourism, promoting the physical, social and psychological to the tourists. The community provides an information for tourists to encounter local cultural events and to create a level of familiarity with visitors, rendering local community engagement influential in the progress of rural tourism growth. Visitors who are satisfied with their chosen destination are more likely to visit that destination in the future. Strong community involvement ensures that the development of tourism will benefit the local community, even in the absence of government planning and intervention. Community involvement can also help to reduce the negative impact of tourism on rural communities.

Sustain the nature beauty is important to protect the environment. It is to keep the environment clean and free from contamination from human activities. Environment and beauty of nature protection can have a positive impact on the tourism industry as it is the image of each place with its cleanliness and nature beauty. It also supports the tourism industry in Malaysia in terms of foreign visitors and contributes to the economy to further enhance the tourism industry in Malaysia. Together we raise awareness of the people and public about the importance of caring for the environment to maintain the beauty of nature.

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