



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Measuring the Satisfaction of Tourists Visiting Malacca During Holiday

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ABSTRACT

The tourism industry in Malacca has great potential in tourism because it is famous for its well-preserved culture and heritage. The tourism market is at a competitive level driving the industry to provide better services to maintain tourism satisfaction, which consists of many aspects, leading to better marketing and funding. The level of satisfaction of marketing travellers is important in influencing the selection of tourist destinations because of the satisfaction of its feedback in the use of tourism products and services. Travellers' satisfaction is greatly influenced by the quality of service, perception, and experience of the tourist destinations they have visited. This factor has increased the competitiveness between different tourist destinations and can also create a better experience for tourists. However, the facilities provided have become one of the priorities of tourists in choosing accommodation in a place, so this research aims to respond to the use of products and the relationship between services related to accommodation. Second to determine the relationship between facilities at the destination with tourist satisfaction. Finally, to study the relationship between travel agencies' services and tourist satisfaction in Malacca.

Keywords: *Tourist Satisfaction, Travel Agency, Accommodation, Facilities*

INTRODUCTION

Tourism is the world's fourth-largest industry and relies on a demonstrated link between the sector and travellers (Davenport, 2006). According to World Tourism Organization (UNWTO, 2018), over 1 billion tourists visited in 2017, spending a total of 1.5 trillion dollars, accounting for 10% of global GDP. However, as more countries strive for visitor dollars, tourism has become increasingly competitive. Sustainable and responsible tourism are the most popular types of tourism since they aim to fit the demands of visitors and international locations while securing and expanding the company's future potential.

The international tourism sector is growing rapidly and will keep rising with countries' per capita incomes. This element has enhanced competition among different tourism locations, resulting in improved tourist experiences. The competitiveness of the tourism business forces the sector to give better services to keep tourists satisfied, which leads to better marketing and funds. The level of tourist happiness is a crucial factor for the travel and tourism sector to consider because satisfied customers spread great customer engagement and will be more willing to return to the same place (Kozak & Rimmington, 2000).

Tourism is one of the most important service industries in the world, and it is recognized as a major source of economic growth. This is because a well-developed tourism sector serves as a motivator for a country's economic development, assists in determining exchange rates, creates new employment opportunities, and results in social development that benefits both locals and visitors. Since the 1980s, Malaysia's government has paid special attention to the tourist industry, as the country's primary and secondary sectors have become increasingly reliant on it since its independence in 1957.

In Malaysia, the tourism industry is one of the most successful economic sectors, with a huge impact on the country's growth. For example, Kuala Lumpur, Malacca, George Town, and Langkawi are among Asia's top 10 tourist destinations, attracting a considerable number of people (UNWTO, 2019). In 2013, Malaysia's Ministry of Culture and Tourism has renamed

the Ministry of Tourism and Culture (MOTAC) to promote the country as a major tourist attraction. There are three objectives of this research:

1. To determine the relationship between the service related to accommodation and tourists' satisfaction.
2. To determine the relationship between the facilities at the destination and tourists' satisfaction.
3. To determine the relationship between the services related to the travel agency and tourists' satisfaction.

SIGNIFICANCE OF THE STUDY

Researcher

In tourism, accommodation is defined as providing sheltered overnight accommodation inappropriately equipped rooms, including at least one bed, for a fee, as the primary service to tourists, travellers, and lodgers. Food services, fitness activities, and green areas may be included in the provision of overnight sheltered accommodation.

Authorities

A service is a system that meets a public need, such as transportation, communication, or utilities like electricity and water. Tourism services include booking to transportation, lodging, food, and beverages in the destinations. Tourism and travel-related services will include all hotel and restaurant services, travel agencies and tour operator services, tourist guide services, and other related services.

Consumer

The destination refers to the state of the tourist's visit location. The demographics and geography must be considered and taken seriously because they will be major factors in tourist attractions. Some visitors or tourists are more likely to be drawn to the surroundings rather than the hotel.

LITERATURE REVIEW

Satisfaction of Tourists

Satisfaction will be created by the comparison that the customer's expectations have made before the trip and after the trip. The function of pre-travel expectations and post-travel experiences is referred to as satisfaction. If the services are provided according to the expectation or exceed the expectation of the customer, then it will be considered that customers are satisfied. If the tourist feels displeasure, the expected outcome will be dissatisfaction for the customer. From the discussion, it is understandable that two different dimensions will achieve tourist satisfaction: firstly, it will be related to the pre-expectation or pre-preparation and secondly, it referred to the delivered services after travel which is the real experiences that had been faced by the customers.

Other than fulfilling the customer needs, there are also safety measures which also have a significant effect on tourist behaviour. People have low interest in long-distance travel because of fear and worries about safety and dissatisfaction. To attract the attention of the customer, the owner of the business must follow all the safety measures that had been set up, such as having guards, 24 hours security camera that records all the people inside and outside movement of the hotel, other safety measures to be followed to make sure the safety of the tourist and the worker. Tourists' willingness to travel continues if they have promising satisfaction on their trip, which could happen if their safety is taken care of by the hotelier and themselves. As in the research, there are a few reasons for tourist satisfaction when enjoying their vacation.

Service-Related to Accommodation

Many types of leisure accommodations are being created and developed to meet the diverse needs of travellers. Accommodation quality is confirmed as the significant determinant of enhancing tourists' satisfaction. As highlighted by past studies, the physical elements do play some part in influencing the rural accommodation quality; specifically, the facility condition itself, the furnishing and the quality of the foods served (Alom et al., 2019; Ali & Amin, 2014).

Tourist satisfaction is important to tourism because visitor satisfaction is fundamental to tourism loyalty and other tourist referrals (Tornow and Wiley, 1991). The quality of service, perception, and experience at the tourist spots visited by the travelers have a huge impact on their satisfaction. If travel marketers succeed in providing quality travel services that delight customers, companies will gain a competitive advantage due to exceptional offerings that are difficult to imitate.

Facilities at Destination

Tourists frequently have preconceived notions about the sort and quality of services provided at a certain place. Tourists' satisfaction level will ultimately be determined by how well their expectations are realized. Tourists are deemed satisfied if the overall performance of a place matches or surpasses their initial expectations during or after their stay (Patwary, 2022). As a result, happy travellers are more inclined to promote the tourist site to others, which is the most cost-effective and efficient method of marketing and promotion.

In this way, it is broadly recognized that traveller fulfilment is progressively becoming a conspicuous issue in the travel and accommodation industries. Traveller fulfilment does not just work with the objective decision (Kozak and Rimmington 2000). Yet it additionally adds to expanded paces of maintenance of vacationers' support, unwaveringness and securing, which thusly helps in acknowledging financial objectives such as expanded number of sightseers and incomes. Tourists, as travellers, encounter products and services from various places, and their impressions of a vacation spot are shaped by contrasting the various facilities, attractions, and service levels.

Service-Related to Travel Agency

Since the earliest studies of the tourism industry, service quality, customer happiness, and loyalty have been considered important constructs, several studies in the tourism sector have found an encompassing relationship between service quality, customer satisfaction, and loyalty. Much research has shown customer satisfaction to act as an intermediary between service quality and loyalty. As a result, travel agencies seek to improve their service quality to boost customer satisfaction and loyalty so that customers will return to the same travel agency when planning a trip.

In the event of a service failure, an agency's service recovery strategy substantially impacts client satisfaction with tourism and tourism services. When the quality of service provided does not meet consumer expectations, it is referred to as service failure. To identify consumer dissatisfaction, travel agencies must establish an adequate service recovery plan. Customer satisfaction and positive customer relationships can both benefit from effective service recovery.

Research Hypothesis

The literature review highlighted the independent variables like service related to accommodation, destination facilities, and travel agency services. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H₁** There is a significant relationship between service related to an accommodation and tourists' satisfaction.
- H₂** There is a significant relationship between facilities at the destination and tourists' satisfaction.

H₃ There is a significant relationship between service related to the travel agency and tourists' satisfaction.

Research Framework

Figure 1 below shows the research framework used for this study

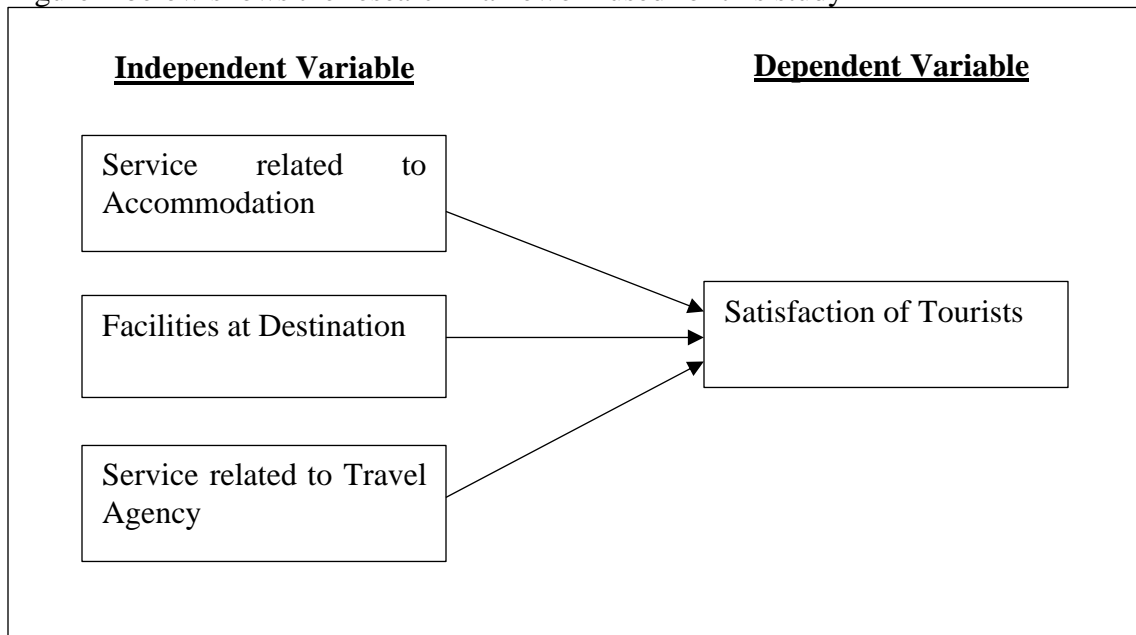


Figure 19: Research Framework

METHODOLOGY

Research Design

Based on our research paper, we are using quantitative data analysis to collect our information and using a deductive research approach in conducting this research. There are a few steps in deductive research approval: start with existing theory, formulate a hypothesis based on theory, collect data to test the hypothesis, and analyze the results. Our research is a quantitative data collection because it aims to measure the holiday satisfaction of Malaysian tourists visiting Malacca, which means that the researcher use survey to collect the data from the tourist. To standardize data gathering and generalize conclusions, quantitative research is frequently utilized. This method has advantages of replication, direct comparison of data, large samples, and hypothesis testing. Despite the advantages, there are a few disadvantages when using this approach: lack of context, structural bias, narrow focus, and superficiality in research. From the survey, researchers can identify the reason for tourist satisfaction when having their holiday in Malacca and get the systematic result from the questionnaire.

Data Collection

Data collection is a systematic process of gathering observations or measurement data. Before collecting the data, a problem statement must be written to define the researchers' findings. Depending on the research question, whether it is quantitative or qualitative data, needs to be made. If the goal of the study is to test a hypothesis, measure it precisely, or gather huge amounts of data, quantitative data will be used. In contrast, qualitative data will be collected if the goal is to explore ideas, understand experiences, and acquire detailed insight. There are a few data collection methods: experiment, survey, interview or focus group. Data collection can come from two sources: primary and secondary data. Primary data will be gained directly from the respondent, a real source, while secondary data come from a previous or current research paper.

In this research paper, the survey method of data collection will be used, which is primary data collection. When researchers wish to learn about the general character or opinions of a group of people, they conduct a survey. As in the research, we want to get the opinion of the tourist in Melaka about tourism satisfaction. We will distribute our questionnaire in a google form. We set a deadline on the questionnaire to ensure the respondent's feedback and make it more convenient for our respondents to answer the survey. We choose to get the data through an online survey are because of the standard operation procedure (SOP) that the government had set up to control the risks of Coronavirus infection. Although it has been allowed to travel, we still need to be cautious and reduce interactions in crowded places. Other than that, the cost of using paper can be minimized.

Sampling

A probability sampling technique is any technique that applies a few forms of random choice. To order to offer a random choice system, a mechanism or protocol must be accompanied that ensures that the numerous devices to the populace offer the same risk of being selected. While the non-probability sampling technique is, the samples are gathered so that every factor of the populace now no longer has a regarded risk of being selected. The degree of tendency in choosing the pattern is unknown.

In this study, the researchers chose a non-probability sampling technique which is convenient sampling. The researchers used convenient sampling to conduct this study which is probably the most common sampling technique to cover many surveys quickly and cost-effectively. The sample was selected because it is accessible by the researcher, which means it involves the recruitment of any available set of respondents that is suitable for use by the researcher.

Data Analysis

Data analysis is the most important aspect of research since the information gathered must be summarised. It involves interpreting data gathered by analytic and logical reason to determine patterns and relationships. Statistical analysis, content analysis, discourse analysis, thematic analysis, and textual analysis are all examples of data analysis. Researchers use the Statistical Package for Social Science (SPSS) for quantitative data collection to analyse the data obtained. SPSS is a statistical software program for interactive analysis and statistical framework. The data will be organized and summarized using descriptive statistics, followed by formal testing of hypotheses and population estimation using inferential statistics.

The spectrum of the mean table is used to measure how often the questionnaire provided to the respondent will be agreed or disagree. The demographic characteristic is the mean, median, mode, ratio and frequency in a descriptive analysis. The relationship between mean and the level of agreement and disagreement.

FINDINGS

Results of Frequency Analysis

Table 59: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	104	41.1
Female	149	58.9
Age		
Below 20 years old	23	9.1
21 years old to 30 years old	153	60.5
31 years old to 40 years old	37	14.6

41 years old to 50 years old	24	9.5
51 years old to 60 years old	9	3.6
60 years old and above	7	2.8
Marital Status		
Single	165	65.3
Married	76	30
Divorced	12	4.7
Occupation		
Government Employee	26	10.3
Private Company Employee	17	6.7
Personal Business	46	18.2
Online Business	27	10.7
Pension	12	4.7
Housewife	18	7.1
Student	107	42.3
Income		
Below RM1200	97	38.3
RM1300 to RM2300	72	28.5
RM2400 to RM 3400	42	16.6
RM3500 to RM4500	30	11.9
RM4600 to above	12	4.7
Education Level		
Uneducated	0	0
Primary School	0	0
Secondary School	62	24.5
Post-Graduated	94	37.2
Undergraduate	97	38.3

The total number of respondents was 253, with the highest total number of respondents, females being 149 respondents. The highest percentage of respondents range in age from 21-to 30, with 153 respondents. Besides that, 165 respondents were single. The majority of respondents are a student, with 107 respondents. Furthermore, 97 respondents had an income below RM1200. In contrast, 97 respondents from undergraduate studies completed the questionnaire.

Results of Descriptive Analysis

Table 60: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Service-related to Accommodation	Hotel safety	4.01	0.976
	Hotel cleanliness	3.96	1.001
	Quality of service	4.00	0.972
	Quality of food	4.04	0.923
	Friendly and welcoming staff	4.06	0.907
	Hotel comfortability	4.08	0.911
	Other related facilities	4.05	0.929
Facilities at Destination	Town cleanliness	3.96	0.903
	Town safety	3.88	0.966
	Hospitality of people	3.82	1.105
	Cleanliness around the attractive spot	3.89	1.008

	Lively nightlife scene	3.89	0.992
	Shopping facilities	3.89	0.972
	Recreation facilities	3.87	1.050
	Historic shines	3.84	1.101
	Area accessibility	3.92	0.973
Service-related to Travel Agency	Agency is organized	3.62	1.230
	The instructor was available and helpful	3.57	1.222
	Agency expertise	3.66	1.184
	Staff behaviour and attitude	3.67	1.189
	Transportation	3.61	1.247
	Providing information	3.64	1.221
	Services of guides	3.62	1.253
	Bookings	3.65	1.240
Satisfaction of Tourist	Skillful staff	3.67	1.224
	What are the most important causes of satisfaction?	1.70	0.743
	I will encourage other people to visit Malacca because of its services in accommodation	4.717	0.825
	I will use the service that I have used before because the facilities provided are very encouraging	4.06	0.840
	I will use the same service related to the travel agency that I had used before	3.77	1.064

Table 2 shows the mean score and standard deviation value for both the independent variable and dependent variable. In the independent variable, the highest mean score is facilities at the destination (34.97). While for the standard deviation, the highest value is service related to the travel agency (10.333).

Results of Reliability Analysis

The table below shows the results of the reliability analysis

Table 61: Reliability Analysis

Variable	Number of items	Cronbach's Alpha
Service-related to accommodation	7	0.976
Facilities at destination	9	0.973
Service-related to the travel agency	9	0.983
Satisfaction of tourists	4	0.725

Table 3 shows the result of the reliability analysis using the Cronbach Alpha based on each independent and dependent variable. The highest value of the Cronbach Alpha is 0.983 for the service related to travel agency which is excellent internal consistency.

Results of Pearson Correlation

Table 4 below shows the Pearson Correlation Analysis

Table 62: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H ₁ : There is a significant relationship between service related to an accommodation with the satisfaction of tourists.	0.480	H ₁ is supported
H ₂ : There is a significant relationship between facilities at the destination with the satisfaction of tourists.	0.591	H ₂ is supported
H ₃ : There is a significant relationship between service related to the travel agency with the satisfaction of tourists.	0.517	H ₃ is supported

Based on the results Pearson Correlation Coefficient shown in table 4, the strongest relationship between facilities at the destination with the satisfaction of tourists is 0.591. Therefore, there is a significant relationship between them.

DISCUSSION AND RECOMMENDATION

This study suggests that more research on foreign tourist travel in Malacca should be conducted because this research was limited to Malaysian visitors. The results of this study may differ if it is extended to international visitors who come to Malacca. As a result, instead of focusing just on local tourists, other foreign tourists also should answer surveys to collect large data. In addition, additional responses from international and domestic tourists should be included. As a result, the researcher will have an easier time collecting data and a larger sample size.

Besides that, the current study only looks at three characteristics influencing local tourist satisfaction with Malacca tourism services. However, other important factors influencing the satisfaction of Malaysian tourist customers may be overlooked in this study. As a result, future researchers may propose new variables to evaluate their new findings.

Next, conduct an interview or ask open-ended questions rather than asking respondents to complete a scale questionnaire online. The interview method may generate a high response rate, and uncertainties and partial responses can be followed up immediately. As a result, this method can reduce misunderstandings and significantly improve study results.

CONCLUSION

In conclusion, the primary purpose of this research was to examine the relationship between the service related to accommodation, facilities at the destination, services related to the travel agency, and the satisfaction of tourists. Data obtained from the questionnaire had been evaluated through a software program using the Statistical Package for Social Sciences (SPSS). As mentioned in Chapter 4, a total number of 253 respondents that involve throughinvolved the online survey method (Google Form). The questionnaire survey results were analyzed by descriptive analysis, reliability analysis, and Pearson correlation analysis. The finalized result showed an influence relationship between services related to accommodation, facilities at the destination, and services related to the travel agency with the tourists' satisfaction.