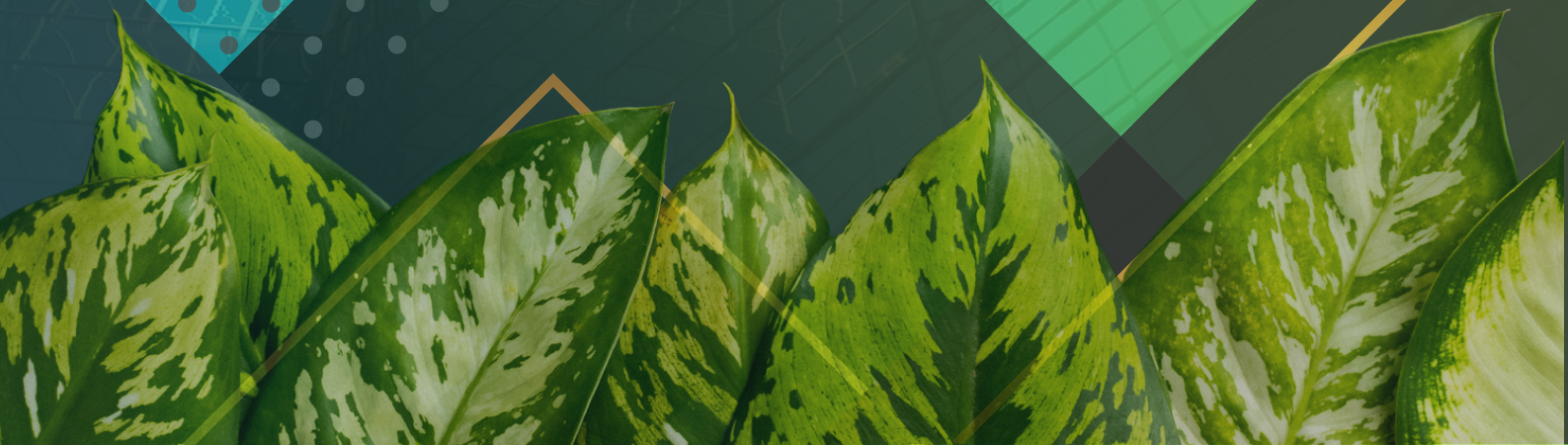UNIVERSITI
MALAYSIA
KELANTAN

E-PROCEEDING HOTWEC 7.0

SUSTAINABLY NURTURING TOURISM, HOSPITALITY AND WELLNESS INDUSTRY FOR A BRIGHTER TOMORROW

E-PROCEEDING HOTWEC 7.0

SUSTAINABLY NURTURING TOURISM, HOSPITALITY AND WELLNESS INDUSTRY FOR A BRIGHTER TOMORROW

A Study on Tourist Satisfaction Towards Ferry Services in Langkawi

Nuraini Binti Hussin, Nuralisha Nadia Binti Mohd Khari, Nuratika Binti Mawallil,
Nureen Shahirah Binti Mohamad & *Nurul Aziah Binti Ahmad**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia
Kelantan Corresponding email:nurulaziah@umk.edu.my

ABSTRACT

The objective of this research proposal is to examine tourist satisfaction with ferry services in Langkawi. Additionally, this study aims to examine relationships between quality service, high fares, and ferry safety assessment on tourist satisfaction toward ferry services in Langkawi. 384 questionnaires were distributed to the community. This study used a quantitative approach. The sample size was collected using convenient sampling. Data was collected through an online survey. This study shows that the three factors of service quality, high fares, and ferry safety assessment are the main factor that influences tourist satisfaction.

Keywords: Tourist Satisfaction, Quality Service, High Fares, Ferry Safety Assessment

INTRODUCTION

Tourism is travel for pleasure or business; it is also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The tourism sector in Malaysia also contributed to the most important element that guarantees future business growth: tourist satisfaction. Today, many businesses use traveler happiness as a key metric to measure the effectiveness of their operations. By establishing the right process that ensures the services provided meet tourist expectations, tourist satisfaction is achieved. According to the tourism literature, a study shows that tourist satisfaction with a service or place is an important factor. This is because if tourists are happy with their trip to a location, they may recommend it to others.

SIGNIFICANCE OF THE STUDY

The study aims to assess tourist satisfaction with ferry services in Langkawi. The findings are expected to be significant for improving satisfaction levels among tourists. The study can also serve as a reference for future research on ferry services in Langkawi. The expansion of the tourist sector in Langkawi relies on addressing the issues faced by visitors. The study's practical implications are valuable to a wide range of individuals, including visitors, tour guides, and business people. The research question "To what extent are tourists satisfied with the ferry service in Langkawi?" will be explored using a questionnaire as the primary tool for evaluation. This study focuses solely on the questionnaire as the means of gathering data, and any other approaches are beyond the scope of the research and may be considered study limitations. In summary, the study anticipates significant findings regarding tourist satisfaction with ferry services in Langkawi. It can guide future studies and be useful for visitors, tour guides, and business people. The research will employ a questionnaire as the primary tool for data collection, specifically exploring the research question mentioned.

LITERATURE REVIEW

Tourist Satisfaction

Tourist satisfaction plays an important role in ensuring the long-term viability of tourist attractions. Tourist satisfaction is recognized as an important indicator of long-term tourism sustainability. (Gidey & Sharma, 2017). It has the potential to aid in the development of sustainable tourism. (Daud & Rahman, 2011; Razovic, 2013). Tourist satisfaction can determine a tourism company's long-term success. (Gursoy et al., 2007; Razovic, 2013). Tourist satisfaction is an important factor in determining long-term tourism development in a given heritage site. It reflects the quality of tourism management in terms of services and visitor motivation. Tourist satisfaction, according to Beard and Ragheb, is the level of affirmative emotion and awareness formed after participating in certain leisure activities. It was defined by Lounsbury and Polik as the tourist evaluation following the overall tourism experience. Satisfaction is defined as the customer's overall evaluation of the service received in comparison to the service expected. This definition captures the cognitive aspect of satisfaction; however, it is important to note that satisfaction also has an emotional component. In the research of (Miguel Jesus Medina-Viruel, 2019)

Quality Service

The tourist's assessment of the standard of service delivery performance associated with the travel experience is defined as service quality. (Chen & Tsai, 2007). Recent service quality definitions have expanded to include a visitor's emotional response. Service quality might thus be determined by the visitor's overall assessment of a location based on their experiences and internal sentiments. (Cong, 2016). A general definition of service quality is a visitor's evaluation of the amenities and services offered at a location based on their personal feelings and experience. SERVQUAL, a service quality model developed by Parasuraman et al. (1988), recognized the tangible aspects of services. SERVQUAL is divided into five categories: tangibles, empathy, dependability, responsiveness, and assurance. Service quality can be defined as a company's ability to meet or exceed customer expectations. It is the difference between the customer's expected and perceived level of service. Good service quality will increase a company's profitability by increasing its customer base.

High Fares

Choosing a daily price is equivalent to choosing a travel expense. The market value of a holiday is determined by its price. Therefore, price coordination through destination management and coordination provided by tourism operators that supply vacations include management decisions that balance supply and demand to control prices or inventory availability to maximize revenue growth and profits (Ugurlu, Cosgun, and Ekinci, 2012). Maximizing profit from ticket sales may increase funding but can meet customers' social needs for a trip. As reported by a local newspaper article(Bernama, 2018). From an economic perspective, ferries promote economic development by increasing land values, motivating sector tourism, and attracting excess spending (Mittleman, 2018). The main feature of the price optimization issue for vehicles (ferries).

Ship Safety

The rehabilitation of the tourism sector has been somewhat slowed down by a string of events involving stranded passenger ferries in the waters off Kuala Kedah and Kuala Perlis. Imagine that on the 23rd and 28th of October last year, two occurrences occurred within five days as a result of the ferry becoming trapped on a sandbar and the buoy cable becoming

entangled in the mouth of Kuala Kedah (Kosmo, 2022). Many tourists are also forced to reconsider visiting Langkawi Island due to the ferry journeys, which have been cut in half compared to the norm of 10 excursions in 2019. In addition, safety on the ferry is also the talk of tourists. This is because they do not care about the safety of passengers. For example, not requiring tourists to wear life jackets. Also, luggage storage is very disorganized. If there is an accident, it will prevent the movement of passengers to get to the emergency door.

Research Hypothesis

The study's hypothesis is to determine whether the dependent variable and independent variable have any relationship or correlation.

H1: There is a significant relationship between service quality and tourist satisfaction using the ferry in Langkawi

H2: There is a significant relationship between high fares and tourist satisfaction using the ferry in Langkawi.

H3: There is a significant relationship between ferry safety and tourist satisfaction using a ferry in Langkawi.

Research Framework

As a result, research on visitor satisfaction demonstrates a significant correlation between high prices and quality service, as well as an evaluation of ship safety. Consequently, the model can be altered as follows:
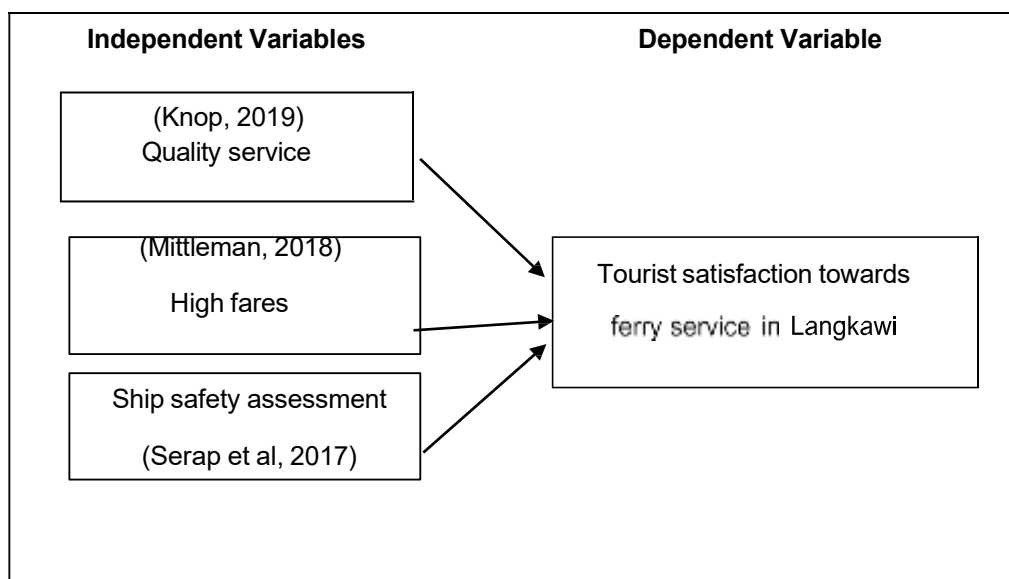
METHODOLOGY

Research Design

The purpose of this study is to investigate how users' perceptions related to quality services, high fares, and ship safety ratings in ferry services. The researcher used a cross-sectional research design, which involved collecting data from multiple individuals at one time. A quantitative approach was employed, and a survey using a questionnaire was used as the research method. The sample consisted of tourists aged 18 to 45 who had traveled and used ferry services in Langkawi. The questionnaire included predefined options for demographic information. To measure tourist satisfaction, a Likert scale was used, ranging from 1 (strongly disagree) to 5 (strongly agree). Data collected through the questionnaire will be analyzed using the Statistical Package for the Social Sciences (SPSS), a statistical analysis tool. After the analysis, the study's conclusions will be shared with the respondents, providing them with information about the research findings.

Data Collection

Data collecting is a technique for compiling information from numerous sources to provide thorough and trustworthy data. Data gathering enables people or organizations to assess outcomes, provide meaningful answers to queries, and predict potential future possibilities and trends. Data for this inquiry were gathered by a survey that employed a questionnaire. A questionnaire is a tool for gathering data that involves asking respondents several questions. Additionally, because it is standardized, this kind of research is typically less expensive and simpler to manage than other approaches. Furthermore, because there is a large number of participants in this study, the researcher used this strategy because it is an effective method to collect data and information. The study used primary data to obtain data for this investigation. Primary data is information that researchers obtain directly from primary sources through experiments, surveys, and interviews. The largest type of data for research is primary data, which is usually collected from the same place where the statistics were first discovered. In addition, in this study, a descriptive quantitative research design was used. The target population, visitors who use the Langkawi ferry service, was collected using a sampling method.

Sampling

Non-probability convenience sampling will be used in this investigation as the sampling method. Convenience sampling methodology enables researchers to choose any accessible respondent of their choice, as opposed to choosing from the entire population. Convenience sampling is employed in this study to cut costs and save time during the data collection phase. Visitors who had been to Langkawi and traveled there by ferry were the ones that responded to the questionnaire. It is possible to complete a questionnaire and generate statistics based on the responses as the number of tourists visiting Langkawi rises.

Data Analysis

Frequency analysis, descriptive analysis, and reliability analysis are the three types of data analyses that were used in this study. The collected data were analyzed with the Statistical Package for the Social Sciences (SPSS) to demonstrate the relationships between the dependent and independent variables as a set of statistical processes approximated by regression analysis.

FINDINGS

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Male	75	19.5
	Female	309	80.5
Age	Below 20	49	12.8
	21 – 29	292	76.0
	30 – 39	0	0.0
	40 – 49	41	10.7
	50 – 59	2	0.5
Race	Malay	349	90.9
	Chinese	18	4.7
	Indian	5	1.3
	Others	12	3.1
Marital	Single	300	78.2
	Married	80	20.8
	Others	4	1.0

Table 1: Respondent Profile

Table 1 shows 384 profiles of the respondents and most of them are female which is 80.5% of the total of the gender total while male only 19.5%. The majority of the respondents are at the age of 21 – 29 years old which is 76% more than others. Meanwhile, for race, the highest number of respondents are Malay with 90.9% while Indian has the lowest frequency with 1.3%. For marital status, most of the respondents are single 78.2%, followed by married status with 20.8% and only 1% others. Thus, the data accurately reflect the real demographic compilation on the tourist satisfaction towards ferry service in Langkawi.

Variable	Items	N	Mean	Standard Deviation
Tourist Satisfaction	Tourists will recommend the Langkawi ferry service to other tourists who want to go there.	384	3.99	0.654
	Tourists are overall satisfied with the ferry service provided in Langkawi.	384	3.97	0.625
	Tourists will use the ferry service again after this.	384	4.01	0.658
	Tourists are satisfied with the service provided by the staff.	384	3.96	0.657
	Tourists feel comfortable while on the ferry.	384	3.97	0.654
Service Quality	The staff on the ferry provide obvious physical facilities and equipment to tourists while they are on board.	384	3.98	0.602
	In terms of service reliability, ferry workers deliver the promised service accurately and reliably.	384	4.00	0.594
	Ferry service staff consistently offer a good response, such as being ready to help tourists immediately.	384	4.04	0.586
	Ferry service staff in Langkawi can provide a good guarantee of tourist confidence and trust in them when using their services.	384	4.07	0.564
	Ferry staff are receptive and aware of the needs and concerns of their passengers.	384	4.05	0.594
	Using the ferry service to Langkawi is safe.	384	4.07	0.616
	The ferry used has complete safety features.	384	4.10	0.580

Ship Safety Assessment	The crew gives a safety briefing.	384	4.05	0.666
	The crew staff sufficient for enforcement purposes.	384	4.08	0.611

	The ferry specifications are suitable for use as public transportation.	384	4.08	0.573
High Fares	The price of ferry transportation in Langkawi is too high.	384	3.85	0.797
	The government and authorities need to take steps to control the cost of ferries in Langkawi.	384	4.07	0.632
	The convenience and comfort when riding the ferry in Langkawi are worth the high fare.	384	3.86	0.739
	The high fare can guarantee the safety of the passengers.	384	3.64	0.828
	Most of the ferries used in Langkawi have a high cost, causing customers to pay a high fare.	384	3.82	0.707

Table 2: Descriptive Analysis of Tourist Satisfaction Towards Ferry Services in Langkawi

Table 2 demonstrates the mean and standard deviation of the study's dependent and independent variables. The highest mean value in the dependent variable which is tourist satisfaction was obtained by Question 3 with 4.01 (SD=0.658) where the respondent agreed to use the ferry service again after this. The Independent variable for service quality had the highest mean value that belongs to Question 4 with 4.07 (SD=0.564) which means that the respondent agreed that service staff in Ferry Langkawi can provide a good guarantee of tourist confidence and trust in them when using their services. From the service quality in the questionnaire, Question 1 has the lowest mean value with 3.98 (SD=0.602) which means, the respondent agreed that the staff on the ferry provide obvious physical facilities and equipment to tourists while they are on board. After that, Question 2 from the ship safety assessment questionnaire has the highest mean value with 4.10 (SD=0.580), followed by Question 4 and Question 1 while Question 3 has the lowest mean value with 4.05(SD=0.666). It means the respondent agreed that the crew gives a safety briefing. For the last independent variable, Question 2 has the highest mean value with 4.07 (SD=0.632) meaning that respondents agreed with the statement that the government and authorities need to take steps to control the cost of ferries in Langkawi. While Question 4

followed by Question 5 is the lowest mean in the high fares question. This means that respondents agreed with the statement which is that high fares can guarantee the safety of the passengers and most of the ferries used in Langkawi have a high cost, causing customers to pay a high fare.

Variable	Number of Items	Reliability Cronbach's Alpha
Tourist Satisfaction	5	0.925
Quality Service	5	0.923
Ship Safety Assessment	5	0.922
High Fares	5	0.800

Table 3: Reliability Analysis between Service Quality, Ship Safety Assessment, and High Fares toward Ferry Service in Langkawi.

The findings of the reliability analysis for each variable are presented in Table 3. All variables have Cronbach's Alpha coefficient values of 0.800 and above. Tourist satisfaction has the highest Cronbach's Alpha coefficient of 0.925. The service quality Cronbach's Alpha coefficient value is 0.923. While the ship's safety assessment shows the value of Cronbach's Alpha coefficient is 0.922. The last independent variable, which is high fares, showed a Cronbach's Alpha result of 0.800. Therefore, all the questionnaire is acceptable and can be used in the study.

		Tourist Satisfaction Towards Ferry Service in Langkawi
Service Quality	Pearson Correlation	0.561
	Sig. (2-tailed)	<.001
	N	384
Ship Safety Assessment	Pearson Correlation	0.500
	Sig. (2-tailed)	<.001
	N	384
High Fares	Pearson Correlation	0.550
	Sig. (2-tailed)	<.001
	N	384

Table 4: Pearson's Correlation Analysis between Service Quality, Ship Safety assessment, and High Fares toward Ferry Service in Langkawi.

Relationship between Service Quality, Ship Safety Assessment, and High Fares toward Ferry Service in Langkawi.

H1: There is a significant relationship between service quality and tourist satisfaction with ferry service in Langkawi.

The results in Table 4 show that the correlation between service quality and tourist satisfaction with ferry services in Langkawi is 0.561 which is considered a moderate positive correlation. In addition, service quality has shown a significant positive relationship with tourists' satisfaction with ferry services in Langkawi considering that the p-value is less than 0.05. In conclusion, hypothesis H1 is supported.

H2: There is a significant relationship between ship safety assessment and tourist satisfaction with ferry service in Langkawi.

The assessment of ship safety and tourist satisfaction with ferry services in Langkawi with 0.500 also shows a moderate positive correlation. Furthermore, the evaluation of ship safety has shown a significant positive relationship with tourists' satisfaction with ferry services in Langkawi considering that the p-value is less than 0.05. In conclusion, hypothesis H2 is supported.

H3: There is a significant relationship between high fares and tourist satisfaction with the ferry service in Langkawi.

High fares and tourist satisfaction with ferry services in Langkawi show 0.550, which shows a moderate positive correlation. Furthermore, high fares show a positive significant relationship with tourist satisfaction with ferry services in Langkawi considering that the p-value is less than 0.05. In conclusion, hypothesis H3 is supported

DISCUSSION AND RECOMMENDATION

The discussion tries to provide answers to the issues and theories raised in the study's first chapter. The aspects that affect tourists' satisfaction with ferry services as their chosen mode of transportation for trips to Langkawi have generally been thoroughly investigated in this study. To increase learning in the future, there are some recommendations for tourism businesses and upcoming scholars based on the study's findings.

This study is important for the continuation of research in the future. It is recommended that future researchers investigate and provide more information related to ferry services. For example, a study on information about the benefits of ferry services to residents and visiting tourists and identifying tourists' satisfaction with ferry services Next, choose a specific research topic to make it easier for the respondents to understand the topic by including more demographic information about the respondents. For example, age, race, gender, education level, occupation, marital status, and other factors, for instance, can provide various conclusions or findings from different perspectives. By doing so, the researcher can obtain more detailed and accurate data.

Future researchers could also refine how the data were gathered for this study, particularly concerning how the questionnaires were distributed. Instead of distributing questionnaires face-to-face, future researchers can conduct a Google Form questionnaire distribution. For example, some respondents do not want to answer and ignore the questionnaire presented by the researcher. As a result, when distributing questionnaires to potential respondents, researchers can get respondents quickly through contact via Twitter, Facebook, WhatsApp, and Instagram, whether for group or personal purposes and in detail and precisely.

CONCLUSION

In conclusion, this research has been done to identify the elements that determine tourist satisfaction with the ferry service in Langkawi. Three independent variables which are service quality, high fares, and tourist satisfaction have been chosen to determine the relationship between the dependent variable, which is the number of tourists who prefer the ferry as a mode of transportation in Langkawi. A total of 384 respondents from the age 21-29 years old were selected randomly to answer the questionnaire. Based on our survey it was found that the hypotheses are supported by using the SPSS software to analyse the data using 384 respondents. It was found that all the hypotheses are supported. Moreover, all the independent variables have a strong relationship with the dependent variables.

REFERENCES

Akter, M., Sadekin, M. N., & Patwary, A. K. (2020). An Empirical Study on Students' Satisfaction from Mawlana Bhashani Science & Technology University, Bangladesh. Review of Economics and Development Studies, 6(2), 363-379.

Alom, S., Patwary, A. K., & Khan, M. M. H. (2019). Factors affecting the turnover intention of Bangladeshi migrants in the United Arab Emirates: An empirical study on the hotel industry. *International Journal of Innovation, Creativity and Change*, *8*(3), 344-360.

Anvari, F., & Lakens, D. (2021). Using anchor-based methods to determine the smallest effectsize of interest. Journal of Experimental Social Psychology, 96, 104159. https://doi.org/10.1016/j.jesp.2021.104159

Atsbha Gebreegziabher Asmelash & Satinder Kumar (2019). The structural relationship between tourist satisfaction and sustainable heritage tourism development in Tigrai, Ethiopia https://www.sciencedirect.com/science/article/pii/S2405844018368336

Chapman, S. J. (2017). Review of Discovering Statistics Using IBM SPSS Statistics, 4th Edition. Journal of Political Science Education, 14(1), 145–147. https://doi.org/10.1080/15512169.2017.1366328

Dr. Abdullah Promise Opute & Dr. Bridget Obiageli Irene(2020).Tourism Service and Digital Technologies: A Value Creation Perspective https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_5_vol_9_2_2020_germany.pdf

Dr. E. Iniyan (2015).Tourism in Tamilnadu: Role of Cultural/Heritage Sites in TouristSatisfaction and Tourism Development.(40 - 46)

Fengmin, Z., Baijun, W., Jiangtao, B., Li, L., & Patwary, A. K. (2022). Investigating revisit intention of medical tourists in China through nutritional knowledge, perceived medical quality, and trust in the physiologist: A recommendation on health tourism policy measures. Frontiers in Public Health, 10, 893497.

Hazbar, A. M. H., alem Mohammed, A., & Karim, A. K. A. (2019). An Empirical Study of Factors Influencing hotel customers' online booking Intention. مجلة العلوم التربوية و الدراسات الإنسانية, (5), 1-17.

https://www.ijhsss.com/old/files/E_m8u9067e.-Iniyan.pdf

Li, L., Ragavan, N. A., Patwary, A. K., & Baijun, W. (2022). Measuring patients' satisfaction toward health tourism in Malaysia through hospital environment, nutritional advice, and perceived value: A study on Chinese exchange students. Frontiers in public health, 10, 893439.

Li, L., Wu, B., & Patwary, A. K. (2022). How marine tourism promote financial development in sustainable economy: new evidences from South Asia and implications to future tourism students. Environmental Science and Pollution Research, 29, 1155-1172.

Li, L., Wu, B., & Patwary, A. K. (2022). The psychosocial factors affecting chinese Outbound Exchange and mobility students' academic performance during COVID-19. Frontiers in psychology, 13, 872516.

Madrid (2017). World Tourism Organization : UNWTO Anuual Report 2016, https://doi.org/10.18111/9789284418725

Mahadirah Mohamad, Muhamad Nasyat Muhamad Nasir, Nur Izzati Ab Ghani & Asyraf Afthanorhan (2019). Parallel Mediators of Place Attachment and Tourist Satisfaction in Destination Attractiveness, Destination Loyalty and Service Quality https://www.ijicc.net/images/vol7iss7/7717_Mohamad_2019_E_R.pdf

Manjula Chaudhary & Abhishek Aggarwal (2012). Tourist Satisfaction and Management of Heritage Sites in Amritsar https://www.sajth.com/old/july2012/Microsoft%20Word%20%20005+Manjula+Chaudhary.pdf

Muhammad Nadzmi Muhammad Idlan & Dr Harlina Suzana Jaafar (2021). Developed SERVQUAL Model in Measuring Customer Satisfaction for Ferry Service In Langkawi. http://ieomsociety.org/proceedings/2021indonesia/416.pdf

Patwary, A. K., Roy, B., Hoque, R., & Khandakar, M. S. A. (2019). Process of developing a community based tourism and identifying its economic and social impacts: An Empirical study on Cox's Bazar, Bangladesh. *Pakistan Journal of Humanities and Social Sciences*, *7*(1), 1-13.

Simone Abram, Jacqueline Waldren & Donald V.L. Macleod (2020). Tourists and Tourism Yeamduan Narangajavana kaosiri, Luis Jose Callarisa Fiol & Javier Sanchez Garcia (2017).

Sumethokula, P., Patwary, A. K., Srinuanpanc, B., Srinuanpand, C., Suwandeee, P., Thammathikulf, A., & Phanong, W. (2020). The potential of new tour repackaging for creative tourism among entrepreneurs in Nakhon Si Thammarat. International Journal of Innovation, Creativity and Change, 13(10), 1752-1771.

Wu, B., Liu, S., Wang, J., Tahir, S., & Patwary, A. K. (2021). Assessing the mechanism of energy efficiency and energy poverty alleviation based on environmental regulation policy measures. Environmental Science and Pollution Research, 28, 40858-40870.

Wu, B., Zhai, B., Mu, H., Peng, X., Wang, C., & Patwary, A. K. (2021). Evaluating an economic application of renewable generated hydrogen: A way forward for green economic performance and policy measures. Environmental Science and Pollution Research, 1-15.