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Factors Influencing Visitors' Satisfaction On Zoo Negara Malaysia

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Abstract: The tourist business is a significant contributor to Malaysia's economy and is one of its primary sources of revenue. Due to the fact that tourism industry provides services to its clients, it is critical for businesses that supply those services to place a strong emphasis on the satisfaction of their clients as a measure of service quality and on the prevention of low levels of customer satisfaction to uphold the positive reputation of the industry. There are various destinations for tourism located in Malaysia, one of which is the renowned Zoo Negara. In order to maintain a steady stream of visitors in today's increasingly competitive tourism market, zoos must take into consideration the needs and level of satisfaction of their visitors. The primary goal of this study is to determine how visitors' satisfaction with Zoo Negara Malaysia is influenced by the service quality, facilities, attractions, cost, and risk. The study is quantitative and was carried out utilising convenience sampling methods and questionnaires. 350 visitors to Zoo Negara completed surveys to provide feedback. Evaluation of tourist satisfaction with Zoo Negara is based on the level of service, the facilities, the attractions, the price, and the level of risk. The data were analysed using regression analysis. Based on the findings, it is clear that service quality, attraction, cost, and risk have a significant impact on visitors' satisfaction with Zoo Negara. As a result of the success of this research, it appears that trouble areas can be improved upon to achieve higher levels of customer satisfaction. In addition, the conclusions and recommendations based on the findings place an emphasis not only on the enhancement of the facilities at Zoo Negara but also on the preservation of the high level of service and attractions that have received favourable comments from visitors.

Keywords: *Service quality, facilities, attractions, cost, and risk and visitors' satisfaction*

INTRODUCTION

Tourism is the world's biggest business and a key component of local, regional, and national economic growth plans in most developed and emerging nations (Sharpley, Richard & Telfer & David J. 2002). With 25 million foreign tourists, Malaysia was the tenth most popular travel location (Henderson, 2017; Sharpley & Telfer, 2015). The goal is 16.1 million travellers by 2023, bringing RM49.2 billion to Malaysia. If Malaysia wants return visitors, all kinds of tourism must satisfy tourists. Zoos have always been fun. Zoos find it challenging to compete and offer satisfying experiences because the amusement business is always evolving and giving customers more options (Lee, 2015). Tourists can now enjoy recreation, education, and amusement in museums, zoos, and other facilities of a similar nature (Ballantyne, Packer, and Hughes, 2008; Kamolpattana et al., 2015; Kidd and Kidd, 1997; Ma et al., 2012; Marino et al., 2010; Randler, Höllwarth, and Schaal, 2007). The quality of service determines enjoyment. To succeed, Zoo Negara needs to offer top-notch visitor services. When tourists only gave Zoo Negara three stars in 2019, TripAdvisor users gave it negative ratings. Larger entry costs are not justified when facilities offer poor service. The animals are also in poor condition. Visitors have also decreased year-over-year (Figure 1). In order to break even on the sale of tickets, among other things, Zoo Negara needs 500 thousand guests annually (New Straits Time, 2019). As such, this study explores the relationship between tourist enjoyment at Zoo Negara and service quality, facilities, attractions, cost, and risk.

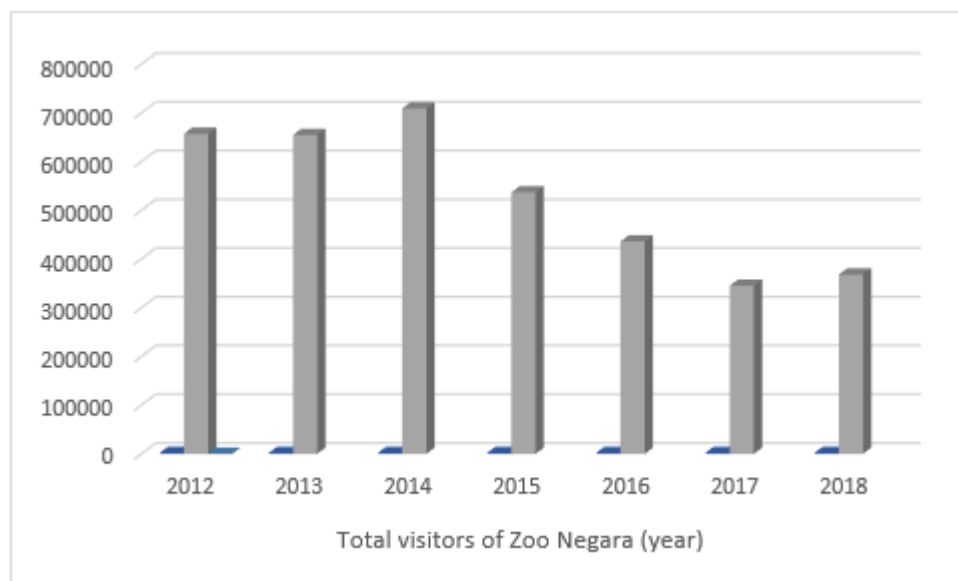


Figure 1 Total number of visitors of Zoo Negara (2012 – 2018)

Source: News Straits Times (2019)

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

SERVICE QUALITY

Service quality is defined by Kotler, Keller, Ancarani, and Constabile (2014) as how well a service satisfies the expectations of its customers and satisfies their needs. Additionally, service quality is the consumer's evaluation of the perceived quality rather than satisfaction with an incident or transaction (Oliver, 2010). Since visitors are more likely to be happy when a product or service meets their expectations, many academics have proposed that service quality performance could be a useful indicator of how satisfied they are with a particular destination (Chen & Chen, 2010; Oliver, 2010; Udo, Bagchi and Kirs, 2010, Zeithmal, Berry and Parasuraman, 1993). Al-Ababneh's (2013) study looked into how customer happiness is impacted by service quality. This study found that, by raising visitor satisfaction levels, service quality plays a crucial role in the tourism industry. Service quality also has a direct impact on visitor contentment. The notion that a high-quality level of customer service is one of the most crucial requirements for a company's success is among the most frequently believed. Quality of service has an impact on customer satisfaction. It is usually believed that customer happiness and service quality are positively correlated (K.S. Moon et al., 2011). The findings of Naik, Gantala, and Prabhakar (2010) as well as Shahin and Janatyan (2011) indicate a favourable correlation between visitor satisfaction and service quality. In other words, higher customer satisfaction will almost surely result from better service. (Tsitskari et al., 2006).

FACILITIES

Tourism facilities, according to Yoeti (2003), are all amenities that cater to the demands of tourists who stay for an extended period in the tourist location they visit, allowing them to unwind, enjoy, and partake in activities offered in the destination. The convenience of facilities is another factor that Mappisammeng (2001) sees as being crucial to the development of tourism. It is common for tourists to travel to a given area, territory, or nation because of how well-equipped it is. According to Kiswanto (2011), what is outstanding about the provision of facilities is their comprehensiveness, cleanliness, and neatness as well as their condition and functionality. Facilities are also simple to use. According to Nurcahyo, Fitriyani, & Hudda (2017), bad facilities will lower consumer satisfaction whereas better facilities will also raise customer satisfaction. Facilities are one of the most important factors of tourism growth, according to Sammeng (2001). For the comfort of its facilities, tourists could visit to a place, a region, or a nation. Therefore, it is crucial to take into account tourism facilities in order to satisfy visitors and foster their desire to return. Infrastructure and facilities are being improved to boost visitor interest and satisfaction as a result of awareness of the need to grow tourism to draw tourists.

ATTRACTIONS

Tourists love zoos (Nekolny & Fialova, 2018). Since the 19th century, zoos have preserved wild animals for study, protection, and public exhibit (Smit & Wood, 2015). Zoo travel promotes animal appreciation and biodiversity conservation (Shani & Pizam,

2008). Zoos serve educational, research, and tourism purposes (Catibog-Siha, 2008). Sickler and Fraser (2009) say people visit the zoo to bond with animals and spend time with their kids. The zoo offers family time, novelty, education, and leisure (Catibog-Siha, 2008). Zoos used to amuse visitors by showing enclosed animals (Bahari & Ling, 2016). Thus, most animal-based attractions keep animals in enclosures that may be too tiny or unsuitable. Zoo visitors now demand more animal care. They want to ensure animals have enough room, mental stimulation, chances, and food to stay healthy and propagate (Smit & Wood, 2014). Tourist sites must have appealing draws to make tourists happy, according to Nurlestari (2016). Ismayanti (2009) says that draws drive travel. Tourists visit sites because of the attraction. According to Leask (2016), allure is the main draw for tourists. According to Goeldner & Richie (2009), users choose a site based on its features. Fu Wa and Feng Yi, two cute pandas from China, landed in Malaysia on May 21, 2014, adding to Malaysia's tourist sector. Zoo Negara built the Giant Panda Conservation Centre (GPCC) to keep the two giant pandas. Zoo Negara has profited from this new draw.

COST AND RISK

In the tourism industry, "product" refers to the sum of all the products and services, both local and otherwise, that visitors to a location require over the course of a single day of their vacation. Since the demand curve can be plotted with precision, setting a daily rate is the same as setting a rate for tourist spending. Holiday pricing reflects the market value of the event. Thus, a tour organiser offering an all-inclusive vacation can coordinate costs and risks by providing location administration and coordination services. Destination management's cost and risky coordination helps businesses establish better daily rates for their tourism products, which in turn increases revenue from tourists (Andergassen et al, 2013). Travellers weigh costs and risks. Fees and risks vary by visitor. Repeat visits to a low-risk tourist location can boost employment and infrastructure (Aqueveque, 2006; Darnell & Johnson, 2001). Tourists' perception of a destination's low risk can affect its safety image and promote repeat visits (Kozak, et al., 2007). Experience, personality, political stability, fiscal situations, and more affect perceived costs and risks. Rational travellers prefer low-cost, low-risk locations. Service costs and risks vary according to perceived worth (Cronin et al., 2000). Costs and risks are viewed by Pisnik Korda and Snoj (2007) as autonomous variables that lead to disutility. Costs and risks are suggested as a sacrifice design by Zeithaml (1988) and Monroe (1990), with price and non-price components (such as the time and effort put into pre-purchase activities). Security and social attraction are two purchase concerns. Money, work, effort, social desirability, and security are some of the costs and risks that have been incorporated into this study. According to polls (Fornell et al., 2006; Yuksel & Yuksel, 2007), perceived danger decreases happiness. Costs and hazards have been found by Monroe (1990) and Zeithaml (1988) to have a detrimental impact on perceived value and customer satisfaction. Therefore, visitors who pose less of a risk are more likely to appreciate the location.

VISITORS' SATISFACTION

Satisfaction happens when experiences go above and beyond expectations. Dissatisfaction happens when experiences don't live up to expectations (Park, Hwang, Lee and Heo 2018). People believe that in the tourism sector, excellent customer

service and satisfaction result in favourable word-of-mouth, referrals, and repeat business, all of which have an impact on how financially successful tourism suppliers are. Most companies that offer tourist products and services, as well as organisations that run tourist destinations, regularly ask visitors how happy they are with their experiences. In other words, customers are happy when performance goes above and beyond what they expect, and they are unhappy when performance falls short of what they expect. Satisfaction is how a customer feels after a service interaction where goods or services are traded (Yi, 1990). Finally, Parasuraman et al. (1998) came to the conclusion that service quality is strongly related to customer satisfaction and loyalty and that consumer contentment is influenced by how good the service is perceived to be.

RESEARCH FRAMEWORK

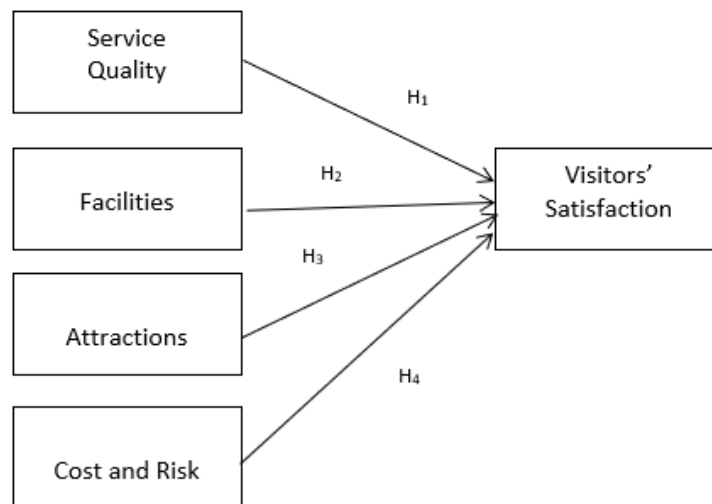


Figure 2 Research framework for the research

Therefore, based on the independent and dependent variables, the following research hypotheses were developed:

- H₁ There is a significant relationship between the service quality of Zoo Negara and visitor satisfaction
- H₂ There is a significant relationship between the facilities of Zoo Negara and visitor satisfaction
- H₃ There is a significant relationship between the attractions of Zoo Negara and visitor satisfaction.
- H₄ There is a significant relationship between the cost and risk of Zoo Negara and visitor satisfaction.

METHODS

The purpose of this study is to figure out the factors that affect visitors' satisfaction. To improve the study's accuracy and achieve its objectives, quantitative research was used. Visitors receive questionnaires as part of this study. Using the sample table from Krejcie and Morgan (1970), 350 respondents were picked. A google form was used to distribute the questionnaire to the visitors, who were asked general questions like: do

the service quality, facilities, attractions, cost, and risk of Zoo Negara meet visitors' expectations? And how do service quality, facilities, attractions, cost, and risk affect visitors' satisfaction? The reliability test was conducted to ensure that each of the used scales was assessed in order to ascertain the internal consistency of the study. The scales' Cronbach's alpha is displayed in Table 1. The figures suggest a high degree of reliability. Nunnaly (1978) asserts that a dependability coefficient of at least 0.7 is usually appropriate. According to Table 1, the test of reliability score for this study is more than 0.7.

Table 1 Result of Pilot Test

Variables	No. of Items	Items Deleted	Cronbach Alpha
Service quality	5	-	0.965
Facilities	5	-	0.960
Attraction	5	-	0.954
Cost and risk	5	-	0.923

RESULT AND DISCUSSION

Descriptive Analysis

Table 2 showed the demographic information for the 400 respondents who filled out the 400 questionnaires.

Table 2 Demographic Profile of Respondents

Demographic Profile	Frequency (N)	Percentage (%)
Gender		
Female	254	72.8
Male	96	27.3
Race		
Malay	295	84.3
Indian	44	12.5
Chinese	6	1.7
Others	5	1.4
Age		
Less than 18 years old	16	4.6
18-30 years old	285	81.4
31-45 years old	36	10.3
46-60 years old	13	3.7
Nationality		
Malaysian	349	99.8
Non-Malaysian	1	0.3
Marital Status		
Married	68	19.4
Single	282	80.6

According to the table, it provided that the respondents were primarily female, with 254 respondents (72.8%) and 96 respondents (27.3%) being men. In terms of race, 295 respondents (84.5%) identified as Malay, followed by 44 respondents (11.0%) who identified as Indian and followed by Chinese 6 respondents (1.7%) and others were 5 respondents (1.4%). The next age group with the biggest percentage of respondents of 285 people, or 81.4 percent were between the ages of 18 and 30. The age group of 31 to 45 years old, which included 36 respondents (10.3%), came next. The second-lowest age group of respondents, those under the age of 18, made up of 16 respondents (4.6%), while the lowest age group, those between the ages of 40 and 60, made up of 13 respondents (3.7%). Additionally, the concept of nationality has been acquired. The number of respondents who identified as Malaysian was 349 (99.8%), and the number of respondents who identified as non-Malaysian was one (0.3%). The marital status of respondents are 282 of the 350 respondents were single whereas 68 respondents (19.5%) were married.

Regression Analysis

Regression is an arithmetical method used to discover calculations that share two or more independent variables (IV) with a single continuous dependent variable (DV). Table 4's findings show that the R square is 0.780 and the adjusted R square is 0.608. Based to the R Square, attractions and service quality account for 78% of visitor satisfaction. Service quality (=0.403), attractions (=0.330), and cost and risk (=0.141) were the three variables that significantly influenced tourist satisfaction, with a significant p-value for each connection being less than 0.05. The following three hypotheses are accepted: H1, H3 and H4. The significant p-value of 0.124, which was greater than 0.05, indicated that one variable, namely facilities, did not significantly influence visitor satisfaction (=0.079). Therefore, hypothesis H₂ is not accepted.

Table 3 Regression Analysis

Model	Unstandardized B	Coefficient Std Error	Standardized Coefficient Beta	t	Sig
Constant	0.724	0.157		4.626	0.000
MEAN SQ	0.420	0.054	0.403	7.817	0.000
MEAN F	0.077	0.050	0.079	1.540	0.124
MEAN Att	0.334	0.050	0.330	6.746	0.000
MEAN CR	0.126	0.045	0.141	3.532	0.000
$R^2 = 0.780$	Adjusted $R^2 = 0.608$		F = 266.712		Sig F = 0.000

Table 3 shows that all predictors have positive relationships with visitors' satisfaction; however, only three variables predict visitors' satisfaction significantly. Service Quality (B = 0.420; β = 0.216; p = 0.000), Attraction (B = 0.334; β = 0.330; p = 0.000), cost and risk (B = 0.126; β = 0.141; p = 0.000), emerge as important predictors of visitors' satisfaction. The relationship can be represented as the following equation from the analysis in Table 3:

$$\text{Visitor satisfaction} = 0.724 + 0.420 (\text{service quality}) + 0.334 (\text{attractions}) + 0.126 (\text{cost and risk})$$

H1 suggests that visitor satisfaction is significantly influenced by service quality. The outcome shows a P-value of 0.000 and a B-value of 0.420, both of which indicate that H1 is supported. Previous studies provide evidence for this theory. According to Hussain and Leo's (2008) research, service quality is both a significant antecedent and a strong predictor of customer satisfaction. Osman and Sentosa (2013) found that service quality had a significant impact and a favourable connection with visitor satisfaction when they looked into the impact of service quality on rural tourism in Malaysia. In al-Ababneh's (2013) study, it was found out that service quality directly affects customer satisfaction and that, by raising satisfaction levels, service quality plays a significant role in the tourism industry. H2 indicates that facilities have no appreciable impact on visitor satisfaction. Results demonstrate that H2 is not supported with a P-value of 0.124 and a B-value of 0.077. This finding is consistent with that of Nurcahyo, R., Fitriyani, & Hudda (2017) who found that bad facilities will lower customer satisfaction while better facilities will also raise

it. The P-value of 0.124 is contributed by feedback on the role of technology and infrastructure. The respondents were not pleased with the facilities offered. According to Nurul Farah Izzah et al. (2020), Zoo Negara should place a high priority on maintaining its image in terms of look that attracts both domestic and foreign tourists. Facilities like parking lots and public restrooms need to be upgraded. Tourists will spread the word and recommend Zoo Negara to their friends and colleagues, thereby helping Zoo Negara and the economy of the country, if Zoo Negara keeps the vicinity clean and ensures the animals are healthy. H3 shows that tourist satisfaction is significantly influenced by attractions. The outcome indicates that H3 is supported as the P-value is 0.000 and the B-value is 0.280. Studies by Aprilia and Edriana (2017) and Basiya and Rozak (2012) indicated a significant positive influence of attractiveness on visitor satisfaction. H3 is thus completely supported. H4 shows a positive correlation between satisfaction and the cost and risk variables. According to numerous research (Yuksel & Yuksel, 2007; Fornell et al., 2006; Monroe, 1990; Zeithaml, 1988), there is a negative association between the two variables, meaning that the higher the costs and hazards, the lower the level of satisfaction. Despite the increase in expenses and risks, visitors to this study claimed that their level of pleasure was still high. It was believed that there was little chance of encountering dangerous events like riots, tsunamis, earthquakes, or the SARS outbreak while visiting the zoo may have contributed to this, as well as the possibility that visitors were willing and able to bear any fee increase.

Table 5: Review of Hypothesis Finding

NO	HYPOTHESIS	SIG	RESULT
1	Service quality has a positive effect on visitor satisfaction	0.000	Accepted
2	Facilities has a positive effect on visitor satisfaction	0.124	Rejected
3	Attractions has a positive effect on visitor satisfaction	0.000	Accepted
4	Cost and Risk has a positive effect on visitor satisfaction	0.000	Accepted

CONCLUSION

As a vital factor in the continued success of any tourist destination, visitor satisfaction is one of the most studied facets of the tourism industry (Gursoy et.al., 2003; 2007; Neal & Gursoy, 2008). It also has a big impact on whether or not visitors will come back to a destination or suggest it to others (Gursoy et.al., 2003; 2007; Neal & Gursoy, 2008). If Zoo Negara wants to increase its revenue and the number of activities it can offer its guests, it should prioritise service quality, facilities, attraction, cost and risk. To increase the likelihood that visitors will return in the future, Zoo Negara's administration could take steps like introducing new creatures and new activities like animal shows. According to the results of this research, several factors including service quality, attraction, cost and

risk significantly affect the enjoyment that tourists have during their trips. At the same time, the infrastructure needs to be upgraded to meet the expectations of the guests. The government of Malaysia should maintain its financial support for Zoo Negara so that it can expand its offerings and welcome an increasing number of tourists. However, future researchers may find that focusing solely on a qualitative method is most fruitful, as it allows for a more in-depth exploration of the subject and a more thorough comprehension of the interviewees' perspectives and experiences. Since there are still other approaches or influential variables that can be evaluated in regards to visitors' satisfaction, this opens the door for further study.

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