

ABSTRAK

Kajian ini dijalankan bagi menentukan faktor yang mempengaruhi tahap kepuasan pengunjung ke Desaru Fruit Farm serta tahap kepuasan secara keseluruhannya berkait dengan pengalaman daripada lawatan ke tarikan pelancongan pertanian ini. 24 atribut tarikan pelancongan pertanian telah ditetapkan, dan kajian soal selidik dijalankan secara 'probability sampling'. Analisis daripada 340 pengunjung menunjukkan bahawa pelancongan pertanian menjadi tumpuan golongan muda yang berumur 19 – 35 tahun, berpendidikan tinggi serta berpendapatan sederhana. Daripada '*Factor analysis*', atribut dibahagikan kepada 4 dimensi utama, iaitu produk utama dan pengalaman, kemudahan fizikal dan kos, kemudahan produk sokongan dan musim serta kemudahan sokongan. Analisis '*Expectation and Satisfaction*' menunjukkan bahawa tahap kepuasan keseluruhan masih tinggi walaupun kebanyakan atribut yang dinilai tidak mencapai tahap jangkaan pengunjung. Fenomena ini diterangkan dengan konsep 'mindlessness' oleh Ryan (1995). ANOVA menunjukkan bahawa terdapat perbezaan signifikan terhadap tahap kepuasan keseluruhan oleh pengunjung berdasarkan jenis pekerjaan. Analisis korelasi pula menunjukkan bahawa terdapat hubungkait yang lemah di antara atribut yang dikaji dengan tahap kepuasan keseluruhan. Penemuan kajian ini boleh menyumbang kepada kajian kepuasan pengguna / pengunjung di dalam bidang perancangan pelancongan.

VISITORS' SATISFACTION ON DESARU FRUIT FARM (AGROTOURISM),
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ABSTRACT

This study analyzes the factors which determine visitors' satisfaction among the visitors to Desaru Fruit Farm and the overall satisfaction of visitors in relation to the experience they gain from their visit. This study classifies 24 agrotourism attraction attributes according to the site survey, and a questionnaire survey is done through 'probability sampling'. Analysis of 340 respondents showed people who select agrotourism are usually young, of a high educational level and of medium income. Using factor analysis, 24 attributes resulted in 4 main dimensions, main product and experiences, physical amenities and costing, supporting product facilities and season and lastly, supporting amenities and handicraft. Expectation and satisfaction analysis showed that overall satisfaction remained high, although gap analysis showed that most of the attributes evaluated conformed negatively. The concept of 'mindlessness' as prescribed by Ryan (1995), was used to describe this phenomenon. ANOVA revealed that there is significant difference in the overall satisfaction of tourist by occupation, while correlation analysis showed that attributes had weak relationship with the overall satisfaction. Findings may contribute to the body of knowledge in satisfaction research in tourism planning.