

**TOURISTS PERCEPTION OF SERVICE QUALITY
AT KUALA SELANGOR NATURE PARK**

MOHAMAD KAZAR BIN RAZALI

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Universiti Teknologi Malaysia

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ABSTRACT

The objective of this study is to measure tourist satisfaction level toward the quality of the service at the Kuala Selangor Nature Park. The specific objective is to identify visitors' expectation and perception of services provided among local and foreign visitors. In addition, it is to rank the priority of ecoserve dimension that make the visitors satisfy with quality services provided in the park. This study uses ECOSERVE model that is adapted from SERVEQUAL. In the ecoserve model, the tangible dimension has been recategorized into tangible and ecotangible dimensions and other dimensions are assurance, responsiveness, empathy and reliability. There are 200 respondents involved in this study who visited the nature park during the collection of data. The hypotheses in this study are accepted and significant between mean visitor expectation and visitor perception influence visitor satisfaction level. In addition, the comparison of means score for visitor's expectation and perception indicates gap score for this study. As a result, the highest gap score and first rank priority is reliability dimensions for local visitor and ecotangible dimensions for foreign tourists. The lowest gap score and the lowest priority are assurance dimensions for both local and foreign visitors. As for the recommendations and suggestions; facilities maintenance, cleanliness and landscaping, human resource management and development of program are the aspects that need to be focused on by the management of park to improve on the quality of the service.

ABSTRAK

Objektif kajian ini dijalankan adalah untuk mengukur tahap kepuasan terhadap kualiti perkhidmatan yang ditawarkan oleh Taman Alam Kuala Selangor. Di samping itu objektif kajian ini dijalankan bertujuan untuk mengenalpasti jangkaan dan persepsi pelawat terhadap perkhidmatan yang ditawarkan. Di samping itu, kajian ini dijalankan bagi mengenalpasti tahap keutamaan dimensi ECOSERVE yang membuatkan pelawat berpuashati dengan kualiti servis yang disediakan oleh pihak taman. Kajian ini menggunakan model ECOSERVE yang diadaptasi dari model SERVEQUAL. Di dalam model ecoserve dimensi fizikal (tangible) telah dikategorikan kepada dua iaitu fizikal (tangible) dan ecofizikal (ecotangible) dimensi selain jaminan (assurance), tindakan (responsiveness), kebolehpercayaan (reliability) dan empati (emphthy). Sebanyak 200 responden yang terlibat dalam kajian ini. Bagi ujian hipotesis menunjukkan wujud perhubungan yang signifikan di antara jangkaan dan persepsi pelawat dalam mempengaruhi tahap kepuasan. Tambahan perbandingan diantara min jangkaan dan persepsi menunjukkan jurang yang paling tinggi dicatatkan dan tahap keutamaan pelawat tempatan ialah pada dimensi kebolehpercayaan (reliability) manakala pelawat antarabangsa pula jurang paling tinggi dan tahap keutamaan adalah dimensi ecofizikal (ecotangible). Jurang paling rendah dicatatkan adalah dimensi jaminan assurance. Cadangan penambahbaikan kualiti perkhidmatan hendaklah pihak pengurusan taman hendaklah fokus kepada penjagaan kemudahan, kebersihan dan landskap, pengurusan sumber manusia dan pembangunan program di taman alam.