Service Quality and Visitor Satisfaction at I-City Theme Park, Selangor

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Abstract— Theme parks are a popular tourist attraction in Malaysia, bringing in money for the government and helping to spur the industry's expansion. The Malaysia Theme Park is a popular destination for locals and visitors alike, serving as a respite from the rigors of travel while also providing a fun and memorable experience. The proposed study would focus on i-City Theme Park in Shah Alam, Selangor, a major tourist attraction in Malaysia. This study's overarching goal is to ascertain the extent to which theme park guests are happy with the services they get. The data collection that can reach the right respondents through the use of feasible sampling has been carried out. Data analysis using the quantitative method and the SPSS statistical software package was chosen. The results indicated that the variables have a positive association towards predicting visitors' satisfaction across all five dimensions of tangibility, reliability, responsiveness, assurance, and empathy that make up the SERVQUAL framework. The findings can be used not just as future educational references but also to inform connected tourism products.

Keywords— Visitors' Satisfaction, Service Quality, Theme Park.

I. INTRODUCTION

i-City Theme Park in Shah Alam was selected as the winning theme park. Section 7, Shah Alam, Selangor, Malaysia is its current location. With nearby attractions like the City of Digital Light, Snowalk, Water world, Fun World, and more, I-City Theme Park is in a prime location. Getting to I-City is a breeze with the help of public transportation. Attractions for both locals and visitors were provided by the theme park. Entertainment is produced by the theme park so that guests can enjoy their time there with loved ones. Malaysia's tourism industry and the country's overall economy both benefit from the country's focus on promoting its tourist attractions. Theme Park management needs to exercise caution if it wants to continue expanding profitably, as demand for amusement games and relief recreation has peaked. In order to maintain a positive image, it was necessary to upgrade and maintain pristine conditions at all game sites. Inadvertently, the theme park's neighboring attractions can have an effect on how satisfied guests feel overall.

II. LITERITURE REVIEW

Theme Park

According to Albattat and Romli (2017), a theme park is an entertainment park that features a particular concept that is communicated through each element of the leisure design. Theme parks have evolved into one of the most popular tourist destinations, attracting visitors from all over the world (Domenech, 2011). In addition, it is described as an exterior appeal that includes rides, attractions, and shows or performances, and it is designed around a primary theme or collection of themes, and it charges entry prices for customers (Young Han Bae, Sangkil Moon, Jong Woo Jun, Taewan Kim and Ilyyoung Ju, 2019).
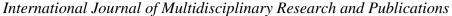
Visitors' Satisfaction

Satisfactions' issue universal etiquette with perception from visitors against amenity supplier or inner reaction from visitors against the differentiation between their assumption and the results they obtain in connection to the achievement of their needs and wants Satisfactions' issue (Grigoroudis & Siskos, 2010). Satisfaction of the customer is a reaction change that is influenced by the use of an exploit and is regarded as one of the fundamental determinants of long-term customer behaviour (Wan-Yu Liu, 2010). According to studies conducted in the hospitality industry, satisfied customers are more likely to make repeat purchases of a company's services or products and to give positive feedback to those in their immediate environment about the experiences they have had (Gibson, 2005).

Service Quality

To determine quality in the service industry, which includes tourism, the SERVQUAL model is typically utilised. SERVQUAL is comprised of aspects including tangibility, responsiveness, reliability, assurance, and empathy (Hsieh et al., 2008; Hui et al., 2007). In addition, in general, which SERVQUAL model provides accurate responses and demonstrates which aspects of service quality influence levels of satisfaction (Kuo et al., 2009; Zhao et al., 2012). SERVQUAL is a tool for evaluating how customers perceive the quality of a service that a company provides (Gronroos, 2005).

Tangibility

This factor refers to the actual facilities, equipment, personnel, and transmission materials that are utilised by the maintenance substantial for the purpose of the maintenance operators. Tangibles are things that can be physically touched or seen, as stated by Khan & Fasih (2014, citing Blery, Batistatos, Papastratou, Perifanos, Remoundaki & Retsina, 2009). Any method, resource, or business that utilises information and communication technologies (ICT) In terms of the intangible aspects of service quality, staff and physical facilities are the most obvious examples. These physical artefacts are used in a variety of ways by service providers and user-perceived and -experienced on multiple tiers. Physical objects are factors in the growth and success of service-

providing businesses, unique systems that foster a positive and motivating customer association and experience assets (Naidoo, 2014).

Reliability

This factor refers to the capacity to carry out the guaranteed service with the utmost care and exactitude. According to Khan and Fasih (2014), building trust with customers by consistently meeting their needs is one measure of service reliability (Blery et al., 2009). The trustworthiness of a service is reflected in its ability to consistently satisfy its clientele provider's capability of maintaining a constant level of service quality. Dependability is now client confidence and satisfaction after service are affected. consumption (Abd-El-Salam, et al., 2013). The part of service quality that deals with dependability has great importance and is felt primarily through the human element of service quality (Kaura, et al., 2012).

Responsiveness

This factor refers to the organization's preparedness to aid customers and deliver service. Responsiveness refers to the speed with which service providers respond to customer concerns and effectively resolve them (Blery, et al., 2009). Perceived through interactions with service staff, this factor represents the humanity of the service. To counter this, developments in information technology such as email, web, and customer Having a service interface increases a company's responsiveness when providing services (Kaura et al., 2012).

Assurance

This factor refers to the workers' understanding and consideration of their jobs, as well as their ability to instil belief and faith in customers. According to Khan and Fasih (2014), customers can feel reassured by seeing how employees apply their newfound knowledge and skills when providing services. As a result, patrons are able to trust that the service provider's representative will do their job in a professional and moral manner. However, according to Naidoo (2014), not all consumers are skill or knowledge to evaluate the merits of the goods or services they have received and, as a result, may require clear explanations or conversation to grasp their worth. receive. The human element is what delivers this dimension of service quality excellence in service (Kaura, et al., 2012).

Empathy

This factor brings to the attention of the concerned and individual awareness that the company issues to its customers. According to Khan & Fasih (2014), empathy is the capacity of service providers to recognise and respond appropriately to specific client concerns. Khan and Farhi (2014; Blery, et. al., 2009) also contends that the company's response to customer complaints is evidence of its commitment to doing the right thing Customers who show empathy for one another, whether as individuals or as a group, are said to have empathy for those customers. Benefit from this service It is the human element of service that most directly influences how customers experience the service's quality (Kaura, et al., 2012)

III. METHODOLOGY

The descriptive study has been utilised throughout the research. The gathering of statistics that are relevant to the featured individuals, ceremony, or location was intended to be carried out. The quantitative approach will be taken with the research. For the purpose of this study, a group of quantitative statistics, a fulfilment appraisal, and demographic data were elaborated. As a result, it is going to necessitate the collection of quantitative statistics. Quantitative data were used because the statistics are typically presented in the form of numbers and are assembled in a structured manner. The study is using a cross-sectional study, which has already been completed, so the amount of time needed to give a study question could be measured in days, weeks, or months. The study of Visitor Service Satisfaction: Case Study of i-City Theme Park, Shah Alam, Selangor acquired to accumulate and did not convolute pre and post assessment in reacting to the questionnaires. i-City is located in Selangor, Malaysia.

The visitors to i-City Theme Park, which is located in Shah Alam, were selected specifically as the population group to be studied for this research project. There is no way to tell how many people go to i-City Theme Park each year because the number of visitors is unknown population. There is no actual number that can be determined to have visited i-Theme City's Park. The researchers' sample specification is made up of i-City Theme Park visitors' customers. The number of individuals from each society from which a representative sample is drawn in order to complete the survey questionnaire is referred to as the sample size. We are using the role of five, which ranges from one to five, in accordance with the research methodology book for an unknown population. One is to take the total number of questions that we have and multiply that number by the number of respondents. We asked 42 questions, which means the total minimum number of respondents is 210, but we actually had 294 people fill out the survey.

Data Collection

Reliability Test Results

TABLE 1. Reliability Statistic for All Variables

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardizes Items	N of Items
.932	.928	36

In total, Sections B, C, and D were subjected to the reliability test known as Cronbach's Alpha. It is stated that as a number from zero to one with adequate values being at least 0.7 (McNeely, Thomason, and Tong, 2018). Because of this, the result of Cronbach Alpha value shown that is higher than 0.7 are considered acceptable and reliable on table1.

IV. DATA ANALYSIS, RESULTS AND DISCUSSION

Data Analysis

Demographic profile

TABLE 2. Frequency of Demographic Profile

Valid	Frequency	Percent	Valid percent	Cumulative percent
Gender of respondent				
Male	109	37.1	37.1	37.1
Female	185	62.9	62.9	100.0
Age of respondent				
18-20 years old	113	38.4	38.4	38.4
21-30 years old	168	57.1	57.1	95.6
31-40 years old	11	3.7	3.7	99.3
41-50 years old	1	.3	.3	99.7
51 years old and above	1	.3	.3	100.0
Group of respondents				
Travelling alone	116	39.5	39.5	39.5
Adult couple	33	11.2	11.2	50.7
Married with child	20	6.8	6.8	57.5
Married with no child	11	3.7	3.7	61.2
Friends and relatives	113	38.4	38.4	99.7
Club, association	1	.3	.3	100.0
Ethnicity of respondent				
Malay	216	73.5	73.5	73.5
Chinese	7	2.4	2.4	75.9
Indian	58	19.7	19.7	95.6
Others	13	4.4	4.4	100.0
Profession of respondent				
Student	245	83.3	83.3	83.3
Employed	46	15.6	15.6	99.0
Unemployed	3	1.0	1.0	100.0
Nationality of respondent				
Malaysian	283	96.3	96.3	96.3
International	11	3.7	3.7	100.0

According to Table 2, the gender of respondents with the highest frequency is female. There are 185 female respondents, which accounts for 62.9 percent of the total, and there are 109 male respondents, which accounts for 37.1 percent. The data was divided into five categories based on the age of the respondents, with the age range of 21-30 years old having the highest frequency (168 respondents, or 57.1% of the total), followed by the age range of 18-20 years old (113 respondents, or 38.4% of the total). For respondents between the ages of 31 and 40, there are 11 holders (3.7%); the remaining 2 respondents include 1 respondent (0.3%) from 41 to 50 years old and 1 respondent (0.3%) from 51 years and older. In addition, analysis of the group of respondents reveals that 116 of them (39.5%) are independent travellers, while 113 of them (38.4%) are visiting friends and family. 33 respondents, or 11.2%, fell into the adult couple category. There were 20 respondents who were married with children, accounting for 6.8% of the total, while there were 11 respondents who were married without children, accounting for 3.7% of the total. The remaining 1.3% of respondents came from clubs and associations. Next, a look at the respondents' racial backgrounds reveals that 216 of them (73.5% of the total) are of Malay descent, while 58 of them (19.7%) are of Indian descent. Only seven Chinese respondents filled out the survey (2.4%), while the remaining thirteen respondents (4.4%) were classified as other. In the meantime, the profession of the

respondents reveals that 245 respondents (83.3% of the total) are students, while 46 respondents (15.6% of the total) are employed. For those without jobs, there were only three respondents (one percent). In conclusion, the nationality of respondents reveals that 283 of them (96.3% of the total) are from Malaysia, while 11 of them (3.7% of the total) are from other countries.

Descriptive Statistics of Variables

The mean and standard deviation of the independent variables as well as the dependent variables are presented in the table. In order to gain an understanding of the variability and independence of the sub scales that were derived, it is necessary to record the means, standard deviations, and inter-correlations for each factor. After that, we tested our hypotheses based on the overall means of the items that comprised each factor.

TABLE 3. Service Quality

Variables	N	Mean	Std. Deviation
General information			
How do you know about i-City?	294	2.48	1.404
How do you book your ticket?	294	1.66	.475
What are the purposes you to come to i-City, Shah Alam?	294	2.02	1.007
How many hours did you spend in the i-City, Shah Alam?	294	1.32	.517
Was it easy getting to i-City, Shah Alam?	294	1.11	.316
Is i-City opening hour is acceptable?	294	1.08	.269
What is your mode transportation?	294	1.54	.632
Tangibility			
The rides were entertaining	294	3.57	.788
Lighting was adequate in late evening	294	3.72	.857
The park provides many divisions and activities	294	3.81	.838
There are adequate dustbins	294	3.68	.854
The washrooms were easily accessible	293	3.38	.949
The facilities are in well-maintained condition	294	3.60	.876
Reliability			
The signboards gave clear information about the location	294	3.59	.880
Useful visitor guides and maps of the park	294	3.68	.838
The information provided was in your language	294	3.81	.851
Current and accurate information on the website	294	3.66	.765
The information on the website useful	294	3.71	.830
The ticket price is affordable	294	3.37	1.039
Responsiveness			
It was easy to get information from the staff	294	3.54	.869
Sufficient staff to manage the queue	294	3.56	.823
Knowledgeable staff	293	3.61	.856
Responsive and helpful staff	294	3.67	.832
Friendliness staff	293	3.58	.928
Assurance			
I feel safe doing the activities	294	3.51	.858
Equipment and machinery in good condition	294	3.64	.818

Security guards available at each zone and parks	294	3.58	.858
Briefing on safety in doing extreme activities was held by the staff	294	3.56	.860
Empathy			
Sufficient staff to manage the queue and lines	294	3.50	.817
You did not spend too much by waiting in the ticket line	294	3.46	.852
Halal foods are available	294	3.90	.818
Smoking was not allowed in the theme park	293	3.88	.902
Overall Satisfaction			
The service met my needs	294	3.59	.800
I found the overall service outstanding	294	3.60	.815
I am likely to go to i-City again	294	3.65	.852
I would recommend i-City to my friends and relatives	294	3.77	.876

V. CONCLUSION

The SERVQUAL scale was used in this research to determine the level of satisfaction that guests had with the service they received at i-City Theme Park in Shah Alam, Selangor. The study made use of five different dimensions, which included tangibility, reliability, responsiveness, assurance, and empathy, and arranged them in an appropriate manner through the use of subdivision in questionnaires. The data show that the highest rated assurance was reliability, followed by empathy, tangibility, and responsiveness. The lowest rated assurance was reliability. The majority of those who responded agree that the condition of assurance, which encompasses aspects of both safety and security, has been fulfilled. The respondents expressed their satisfaction with the location for its provision of safe rides and excellent maintenance of the equipment, materials, and machinery. Following that, the second rank goes to empathy, which has been measured to determine how well adequate employees can manage lines and queues. The lines and the queue are effectively organised by the staff, which is one of the aspects of having sufficient staff. The third place on the list is tangibility, which is comprised of the attractiveness that the park offers in the form of its many divisions and activities. Tangibility ranks third in importance. The next aspect is the level of responsiveness, which the respondents rated as pleasant maintenance that is conscious and conducive, educated crews, and companionability appearance from the crews. The reliability criterion receives the lowest possible score, which

may be due to the fact that the information provided on the website may be uninformative, inaccurate, or invalid.

Recommendation

The administration of i-City Theme Park in Shah Alam is able to carry out recommendations made by guests. The inability of the staff to provide visitors with a service of sufficient quality should be remedied as soon as possible in order to prevent the visitors from having their expectations dashed in any way. In addition to that, the management of the theme park should provide additional amenities such as restrooms, with the goal of providing a greater number of restrooms across the entirety of the theme park. Therefore, the signboard that they should put well-informative directions on in order to make it easy for visitors to accurately follow the direction should be used.

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