

Measuring Tourist Satisfaction and Motivation: An Investigation on Visitors to Kuala Lumpur

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Abstract: This paper attempts to investigate the tourist satisfaction. The focus of the study is Kuala Lumpur, a well-known tourist destination in Malaysia. Questionnaires were distributed to 420 tourists. Descriptive statistic, factor analysis and multiple regressions were run on the 405 useable data. The results indicate the highest mean score is 3.95 =for the tourist satisfaction. Tourist satisfaction is considered to be the key concept that drive the tourists to revisit certain place. Thus, the higher value for the tourist satisfaction could be a positive sign for the development. Besides that, for the satisfaction-restoration, based on all N=405, the mean value is 3.89. On the other hand, the lowest mean value is the satisfaction- connectedness with only 3.53 which represent that youth tourist found out that they felt less sense of belongings towards the destination. The study has several implications for researchers, tour planners, travel related companies, and also government agencies when delivering service for the potential customers.

Keywords: Tourism, tourist satisfaction, Motivation, Kuala Lumpur, Malaysia.

INTRODUCTION

Youth tourism is expected to increase to 300 million travelers by 2020 and dominate one-sixth of the global tourists' market [1]. Thus, it is very important to have more research on youth tourism for a better future planning and development in tourism industry. People of different ages can be called as a tourist because they have their own interests and characteristics. Thus, the factors that influenced them to select the travel destination are also differed from the others. The scope of the study is to focus on the factors that influenced the tourist's decision-making process at urban destination focusing in Federal Territory Kuala Lumpur (KL). KL had been chosen as the case study because it is not only the capital of Malaysia, but it has diversity of tourist attractions and various type of tourism available at the destination. The variables for this study have been identified and it inclusive of an independent and dependent variable. The dependent variable is the variable of primary interest or the main variable to the researcher. Independent variable refers to the variable that may influence the dependent variable either in a positive or negative way[2].

In this study, the dependent variable is the youth tourist decision making to visit KL because the main focus of this study is to analyze the factors that motivates tourist in selecting such place. In addition, independent variable consists of the push and pull factors that influencing the tourists in making their decision.

- To identify level of tourist satisfaction in Kuala Lumpur
- Is there any significant relationship between Motivation and Tourist Satisfaction.

Youth Tourism

Many researchers agreed that youth tourism is the future of tourism. In order to plan the future trend in tourism, tourism planners might want to look at the youth tourism pattern today. Currently, youth tourism is an important and booming of tourism market whom will be the global tourists in the future. According to Moisa [1], youth tourism will keep on blooming and is expected to dominate one-sixth of the global tourists' market whereby in the year 2020, it will increase to 300 million travels. To predict the future performance of the tourism industry, youth tourism is the key elements as their behaviors and attitudes towards tourism will affect

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the future of tourism. It is important to have a study on youth tourists as youth tourists are considered as unique and has their own preferences in doing things. Youth tourists are very dynamic who likely to follow the current trends and will keep on changing from time to time. Many studies has found that youth tourists are worth exploring as their motivation always to be varied.

Tourists’ Satisfaction

Among the famous topics in tourism is the tourists’ satisfaction [3]. Tourists’ satisfactions are the common variable that always being discuss in researches which related to the motivational factors. Usually, the tourist motivations and their satisfactions are correlated between one and another. This is because among the motivation are fulfilling their travel needs. This can be supported with the probe by a research done by Yoon & Uysal [4], that between the destination attributes and overall tourist satisfactions, there are always a significant relationship. However, the overall satisfaction must be considered by the combination of all measurement that can increase the entire experience of tourist during the visits at the destination [5]. Also, in term of marketing, satisfaction is one of the critical viewpoints that could be utilized as devices to gauge the market’s execution and accomplishing upper hand [3]. Tourist satisfaction is essential in promoting a destination rapidly and successfully [1, 6, 4]. Numerous advantages can be accomplished while picking up tourist satisfaction including profitability, positive publicity, word of mouth and several other which at the end can lead a business to achieve its goals [7].

METHODOLOGY

In this study, the research is a quantitative study and will be using the descriptive method of analysis where the researcher will be describing all of

the data gathered through a survey. The researcher will start the research by stating the problem statements and then being put into the research objectives which will be easier for the researcher to make it clear on the topic before pursuing with the literature review. The literature review is to ensure that the idea of this research become clearer and understandable. Next, the researcher will be designing the questionnaires related to the topic and deploy the survey to the target respondents. After finishing the data collection, the data will then be analyzed and display in the next chapter by comparing the percentages as well as the mean values for each items and factors. Lastly, recommendations and suggestions will be proposed at the end of the research.

Sampling techniques is an act of making conclusion for the whole population by choosing a group of people or any small number of units of larger population to conduct a study. Sample on the other hand is the subset units of a larger groups or population. This sample will represent the target population. For this study, the sample is representing the youth tourists who will visit and had visited Kuala Lumpur as a whole. According to Salant & Dillman [8], if the data is appropriately selected, a billion population of people can be represented by a sample of approximately 400 individuals. Therefore, researcher managed to get 420 respondents in order to represent a billion population of people. For this study, researcher is going to use the non-probability samples whereas anyone who has visited Kuala Lumpur will be the respondents of the survey. Even so, the sample will be a convinient sampling in which focusing on youth tourists only.

FINDING AND DISCUSSION

Tourist Satisfaction

Table-1: Tourists Perception on satisfaction-restoration

Items	Percentage (%)					Mean	SD
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
The visit helped me to develop my personal values	2.0	4.2	29.1	44.4	20.2	3.77	.891
The visit helped me to rediscover my heritage	2.0	6.9	37.0	38.7	15.3	3.58	.901
I managed to relief stress	3.0	2.2	14.8	43.7	36.0	4.08	.929
I really enjoy the environment	3.0	1.0	13.8	43.7	38.5	4.14	.907

A clear majority of the respondents agree that the visit helped them to develop their personal values as 64.6% (n=261) agree with the statement in which 44.4% (n=180) agrees and remaining 20.2% (n=82) chose strongly agreed for the statement. On the other hand, 2% (n=8) strongly disagree and 4.2% (n=17)

disagree with the statement. Another 29.1% (n=118) of the respondents were neutral for this item.

With the mean score of 3.58 (SD=0.901), most of the respondents chose to agree that their visit helped them to rediscover their heritage as 38.7%

(n=157) agree with another 15.3% (n=62) strongly agree with it. 37% (n=150) of total respondents were neutral with the statement and almost 8.9% (n=36) disagree with it. They might not able to relate their heritage with the visitation.

More than 80% (n=324) of the respondents agree that they really enjoyed the environment at the destination as 43.7% (n=178) chose to agree and 36% (N=146) chose strongly agree. On the hand, 14.8% (n=60) are neutral with the statement and about 5.2%

(n=21) disagree with the statement. For the last item for the factor, the statement was about if the tourists enjoyed the environment during their visitation. With highest mean value of 4.14 (SD=0.907), 38.5% (n=156) strongly agree and another 43.7% (n=177) agree that they enjoy the environment. 13.8% (n=56) were neutral while the remaining 4% (n=16) were against the statement.

Tourist Satisfaction

Table-2: Tourists Perception on tourist satisfactions

Items	Percentage (%)					Mean	SD
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I have enjoyed myself with the visit	4.0	1.2	16.8	52.5	25.4	3.94	.910
I am satisfied with the visit	3.7	1.0	18.5	54.0	22.7	3.91	.884
I am positive in participating in the visit in the future	3.2	2.5	17.0	49.8	27.4	3.96	.916
I have enjoyed the culture at this destination (local food, music, arts & crafts)	3.5	2.0	15.1	49.3	30.1	4.01	.920

Based on the Table 2 above, most of the respondents had agreed with the statements for all of the items in the tourist satisfaction. More than half of the total respondents had agreed that they enjoyed themselves with the visit. Based on the table, 52.5% (n=213) of the respondents agreed that they have enjoyed with the visit. 25.4% (n=103) had strongly agreed with the statement, 16.8% (n=68) neutral while the remaining were disagreed and strongly disagreed.

On the other hand, 54% (n=219) agreed that they satisfied with the visit. Additional 22.7% (n=92) strongly agreed that they were satisfied with the visit. Only 1% (n=4) disagree with another 3.2% (n=15) strongly disagreed. The remaining 18.5% (n=75) neutral when asked about their satisfaction during the visit. The

mean score is 3.91 (SD=0.884).

When being asked about the positivity in participating in the visit in the future, 17% (n=69) were neutral, 2.5% (n=10) disagree, and 3.2% (n=13) strongly disagree. It shows that some of the respondents would likely not to revisit the destination in the future. The remaining 77.2% (n=313). With the highest mean value of 4.01 (SD=0.920), only 5.5% (n=22) had either strongly disagreed or disagree that they have enjoyed the culture at the destination. About 15.1% (n=61) neutral and the rest agreed and strongly agreed about the statement.

Satisfaction – Connectedness

Table-3: Tourists Perception on satisfaction-connectedness

Items	Percentage (%)					Mean	SD
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I felt a sense of belonging at the destination	3.0	5.9	35.1	43.0	13.1	3.57	.899
I felt my heritage was displayed	2.5	7.2	39.5	39.2	11.6	3.50	.883

There are only two items for the tourists' satisfaction regarding the connectedness with the destination they visit. The two items are about their feeling about the sense of belongings at the destination

and also about either their heritage was displayed at the destination. The first item, the mean score is 3.57 (SD=0.899) and can be proved by the highest percentage of respondents with 43% (n=174) who

agreed that they felt the sense of belongings at the destination. 13.1% (n=53) strongly agreed while 35.1% (n=142) were neutral with the statement. The other 3% (n=12) strongly disagreed and 5.9% (n=24) disagreed that they felt sense of belonging at the destination. For the second item, 39.5% (n=160) which represent most of the respondents felt neutral about the heritage displayed. This might due to the destination visited.

Whenever they visit shopping malls for example, they could not really find their heritage displayed. However, there are 39.2% (n=159) of the respondents agree about it and 11.6% (n=47) strongly agreed. This might be caused by the destinations visited is the culture or heritage destinations.

Total Mean Score of Tourist Satisfaction

Table-4: Total Mean Score of youth tourist's satisfaction

	N	Mean	Std. Deviation	Ranking
Satisfaction- Restoration	405	3.894	.76814	3
Tourist Satisfaction	405	3.954	.84590	2
Satisfaction- Connectedness	405	3.534	.81854	1

Table 4 depicts the elements for the tourist satisfaction. For the first place, the finding reveals that the highest mean score is 3.95 (SD=0.84590) for the tourist satisfaction. Tourist satisfaction is considered to be the key concepts that drive the tourists to revisit certain place. Thus, the higher value for the tourist satisfaction could be a positive sign for the

development. Besides that, for the satisfaction-restoration, based on all N=405, the mean value is 3.89 (SD=0.76814). On the other hand, the lowest mean value is the satisfaction- connectedness with only 3.53 (SD=0.81854) which represent that youth tourist found out that they felt less sense of belongings towards the destination.

Table-5: Shown that there are correlations between all factors

		Pull Motives	Push Motives	Tourists' Satisfactions
Pull Motives	Pearson Correlation Sig. (2-tailed)		.781** .000	.659** .000
Push Motives	Pearson Correlation Sig. (2-tailed)	.659** .000		.723** .000
Tourist' Satisfactions	Pearson Correlation Sig. (2-tailed)	.659** .000	.723** .000	

The table 5 shown that there are correlations between all factors. The result from Pearson correlation test between the push and pull motives have strong correlation as $r = 0.781$ with the level of satisfaction. The summary of the result for all three factors that influencing youth to visit Kuala Lumpur which includes the Pull motives (Accessibility and good value, Historical/cultural attractions, Natural/ecological heritage, and Service delivery), Push motives (Rest-relaxation, Knowledge seeking, Novelty, and Egoenhancement), and Tourist satisfaction (Satisfaction-Restoration, Tourists Satisfactions, and Satisfaction-Connectedness).

CONCLUSION

This research faced its own limitations and can be improved in the future study. The findings were based on the youth tourists from any places who visited Kuala Lumpur as their tourism destination. Thus, in the future, researcher can have a study on domestic youth tourists or may also focusing on the international youth tourists as the tourists from different origin had different purchasing power and will affect their motivation to visit the destination. In addition, in the

future research, researcher may also want to study about different other age groups.

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