

Documents

Ulfy, M.A.^a, Hossin, M.S.^b, Karim, M.W.^a, Suib, F.H.B.^a

Customer perception on service quality towards tourism customer satisfaction in Malaysian marine tourism sector
(2021) *Geojournal of Tourism and Geosites*, 37 (3), pp. 792-799.

DOI: 10.30892/GTG.37308-710

^a International Islamic University Malaysia, Department of Business Administration, Jalan Gombak, Kuala Lumpur, Malaysia

^b University Kuala Lumpur, UniKL Business School, Malaysia

Abstract

Marine based tourism has emerged as a subject of concern in the area of ocean and coastal management. Today, demand for marine tourism has increased dramatically and is highlighted as one of the new horizons and fastest-growing sectors in the world's tourism industry. Malaysia is indeed one of the countries with the most beautiful and diversified marine life. The fundamental purpose of this study is to examine the satisfaction of tourists towards the service quality of marine tourism in Malaysia. The development of the research framework is based on the SERVQUAL model. A total of 300 responses were received from the Klang Valley area of Malaysia. For the purpose of processing and analyzing the data, Partial Least Square (PLS-SEM) method was employed. By applying a two-step approach, the study assesses the measurement model and the structural model. Findings from the survey reveal that assurance, tangibility, empathy, reliability, and responsiveness have a significant positive relationship with customer satisfaction thus these factors describe the customer satisfaction adequately. This study would enable policymakers and tourism companies to develop policies to improve customer satisfaction by increasing the quality of service. © 2021 Editura Universitatii din Oradea. All rights reserved.

Author Keywords

Customer perception; Malaysia; Marine tourism; PLS-SEM; Satisfaction; SERVQUAL

Index Keywords

perception, policy making, reliability analysis, service quality, tourism; Klang Valley, Malaysia, West Malaysia

References

- Athanassopoulos, A., Gounaris, S., Stathakopoulos, V.
Behavioural responses to customer satisfaction: an empirical study
(2001) *European journal of marketing*, 35 (5), pp. 687-707.
- Allred, A.T., Addams, H.L.
Service quality at banks and credit unions: what do their customers say?
(2000) *International Journal of Bank Marketing*, 18 (4), pp. 200-207.
- Anderson, E., Fornell, C.
A customer satisfaction research prospectus
(1994) *Service quality: New directions in theory and practice*, pp. 241-268.
R. T. Rust, & R. L. Oliver (Eds), SAGE Publications, Inc
- Augustyn, M., Ho, S. K.
Service quality and tourism
(1998) *Journal of travel research*, 37 (1), pp. 71-75.
- Bartlett, J.E., Han, F.
Analysis of service quality in restaurants in China: An eastern perspective
(2007) *ABR & TLC Conference Proceedings*,

- Berry, L.L., Parasuraman, A., Zeithaml, V.A.
Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria
(1994) *Journal of Retailing*, 70 (3), pp. 201-230.
- Bhuiyan, A.H., Darda, A., Habib, W.
(2020) *Marine Tourism for Sustainable Development in Cox's Bazar, Bangladesh*,
- Bin, L.C., Salleh, N.H.M., Bin, L.K.
The Evaluation Model for Coral Reef Restoration from Management Perspective for Ensuring Marine Tourism Sustainability
(2020) *Journal of Sustainability Science and Management*, 15 (1), pp. 93-104.
- Brown, V.
(2013) *Top 10 Malaysian islands getaways*, *The Star Online*,
- Cao, J.
The Development of Marine Tourism based on Resource Market and Product
(2020) *Journal of Coastal Research*, 107 (SI), pp. 109-112.
- Chin, W.W.
The partial least squares approach to structural equation modeling
(1998) *Modern methods for business research*, 295 (2), pp. 295-336.
- Daskalakis, N.G., Stathopoulos, A.
Users' perceptive evolution of bus arrival time deviations in Stochastic Networks
(2008) *Journal of Public Transportation*, 11 (4), pp. 25-38.
- Elliott, A.C., Woodward, W.A.
(2007) *Statistical analysis quick reference guidebook: With SPSS examples*, pp. 85-93.
Sage Publications
- Fornell, C., Larcker, D.F.
Evaluating structural equation models with unobservable variables and measurement error
(1981) *Journal of marketing research*, 18 (1), pp. 39-50.
- Gounaris, S., Dimitriadis, S.
Assessing service quality on the web: evidence from business-to-consumer portals
(2003) *Journal of Services Marketing*, 7 (5), pp. 529-548.
- Hair, J.F., Sarstedt, M., Ringle, C.M., Gudergan, S.P.
(2017) *Advanced issues in partial least squares structural equation modeling*, pp. 73-74.
Sage Publications
- Hair, B., Babin, A., Tatham
(2006) *Multivariate data analysis*,
Aufl. Upper Saddle River, NJ
- Hair, J.F., Ringle, C.M., Sarstedt, M.
Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance
(2013) *Long range planning*, 46 (1-2), pp. 1-12.

- Hall, C.
Trends in ocean and coastal tourism: the end of the last frontier?
(2001) *Ocean & Coastal Management*, 44 (9-10), pp. 601-618.
- Henseler, J., Ringle, C.M., Sinkovics, R.R.
The use of partial least squares path modeling in international marketing
(2009) *New challenges to international marketing*,
Emerald Group Publishing Limited
- Hoyle, R.H.
The structural equation modeling approach: Basic concepts and fundamental issues
(1995) *Structural equation modeling: Concepts, issues, and applications*, pp. 1-15.
R. H. Hoyle (Ed), Sage Publications, Inc
- Ibrahim, J.A., Ahmad, M.Z.
Pelancongan Negeri Kedah Darul Aman: Isudan Cabaran
(2008) *Persidangan Kebangsaan Ekonomi Malaysia Ke llii (Perkem llii)*, 1, pp. 191-202.
- Iacobucci, D.
Structural equations modeling: Fit indices, sample size, and advanced topics
(2010) *Journal of consumer psychology*, 20 (1), pp. 90-98.
- Jones, T.E., Syura, N.B.
Chapter 5 - Searching for sustainable tourism in Malaysia
(2020) *Tourism and Development in Southeast Asia*, pp. 73-87.
Dolezal, Trupp & Bui (eds) Routledge
- Kock, N.
Common method bias in PLS-SEM: A full collinearity assessment approach
(2015) *International Journal of e-Collaboration (ijec)*, 11 (4), pp. 1-10.
- Lam-González, Y.E., León, C.J., León, J.D.
Coopetition in Maritime Tourism: Assessing the Effect of Previous Islands' Choice and Experience in Tourist Satisfaction
(2019) *Sustainability*, 11 (22), p. 6334.
- Latif, K., IIM, N.S.
The Impact of Tourism Service Quality on Satisfaction
(2015) *Int. Journal of Economics and Management*, 9 (s), pp. 67-94.
- Ostheimer, S.
(2012) *10 best islands for a Malaysia holiday*, CNN,
- Owen, B., Malkovich, P., Malkovich, C.
(1995) *Understanding the Value of ISO 9000: A Management Guide to Higher Quality, Productivity, and Sales*,
SPC Press
- Papageorgiou, M.
Coastal and marine tourism: A challenging factor in Marine Spatial Planning
(2016) *Ocean & Coastal Management*, 129, pp. 44-48.

- Parasuraman, A., Zeithaml, V.A., Berry, L.L.
A conceptual model of service quality and its implications for future research
(1985) *Journal of marketing*, 49 (4), pp. 41-50.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L.
SERVQUAL: A Multiple-item scale for measuring consumer perception of service quality
(1988) *Journal of Retailing*, 64, pp. 12-40.
- Pawitra, T., Tan, K.
Tourist satisfaction in Singapore - a perspective from Indonesian tourists
(2003) *Managing Service Quality: An International Journal*, 13 (5), pp. 399-411.
- Rogerson, C.M.
Coastal and Marine Tourism in The Indian Ocean Rim Association States: Overview and Policy Challenges
(2020) *GeoJournal of Tourism and Geosites*, 29 (2), pp. 715-731.
- Rogerson, C.M., Benkenstein, A., Mwongera, N.
(2018) *Coastal Tourism and Economic Inclusion in Indian Ocean Rim Association States*, African Portal
- Santos, J.
From intangibility to tangibility on service quality perceptions: a comparison study between consumers and service providers in four service industries
(2002) *Managing Service Quality*, 12 (5), pp. 292-302.
- Sureshchandar, G., Rajendran, C., Kamalanabhan, T.
Customer Perceptions of Service Quality: A Critique
(2002) *Total Quality Management*, 12 (1), pp. 111-124.
- Tse, D.K., Wilton, P.C.
Models of Consumer Satisfaction Formation: An Extension
(1988) *Journal of Marketing Research*, 25 (2), pp. 204-212.
- Varca, P.E.
Service skills for service workers: emotional intelligence and beyond
(2004) *Managing Services Quality: An International Journal*, 14 (6), pp. 457-467.
- Vinzi, V.E., Trinchera, L., Amato, S.
PLS Path Modeling: From Foundations to Recent Developments and Open Issues for Model Assessment and Improvement
(2010) *Handbook of Partial Least Squares. Springer Handbooks of Computational Statistics*,
Esposito Vinzi Chin W., Henseler J., Wang H. (eds) Springer, Berlin, Heidelberg
- Vogel, M., Pettinari, J.
(2002) *Personal Safety and Transit: Paths, Environments, Stops and Stations, Cts 02-05*,
- (2019) *Coastal and Maritime Tourism*,
Western Mediterranean Ecoregion. Retrieved from MED Maritime Integrated Projects
- (2014) *10 best dive locations in Malaysia*,
Wonderful Malaysia Retrieved January 7, 2014, from

- Zakaria, Z., Hamid, A.C., Karim, Z.A., Daud, N.M.
Tourists' Expectations and Perceptions on the Service Quality in Malaysian Tourism Industry
(2010) *Global Business and Management Research: An International Journal*, 1 (3), p. 69.
- Zhi-Gang, Y., Xiao-Dong, D.
Measuring passenger's perceptions of taxi service quality with weighted SERVPERF: A case of Hangzhou, China
(2013) *Jinan Conference*,
Paper presented at [Online], Shanxi China

Correspondence Address

Hossin M.S.; University Kuala Lumpur, Malaysia; email: md.suliman@s.unikl.edu.my

Publisher: Editura Universitatii din Oradea

ISSN: 20650817

Language of Original Document: English

Abbreviated Source Title: Geojournal Tour. Geosites

2-s2.0-85115320334

Document Type: Article

Publication Stage: Final

Source: Scopus

ELSEVIER

Copyright © 2021 Elsevier B.V. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

 RELX Group™