

Tourist Satisfaction Of Service Quality In Zoo Negara, Kuala Lumpur

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Abstract: In the travel industry, one of the keys to reasonable management of the tourism attraction is improving the service quality to gain more the competitors' advantages. The high expectations that had been set by the most of tourists when they are visiting Zoo Negara as a tourism attraction. Determining the quality of the services provided by the Zoo Negara management in order to take any remedial actions is considerable. To identify the level of tourist satisfaction towards quality of service in Zoo Negara, Kuala Lumpur is the main objective of this study. Moreover, this study is to identify the relationship between tourist satisfaction and service quality in Zoo Negara. SERVQUAL in quality of service dimensions used to measure service quality and the overall tourist satisfaction with service quality of the Zoo Negara. Researchers used non-probability sampling, which is convenience sampling of data collection from 400 tourists. Quantitative method is based on the distribution of questionnaire to those tourists who visit the Zoo Negara, Kuala Lumpur. The results of this study revealed that empathy is the most influential between 5 dimensions of service quality. Hence, the results show that service quality had positive correlation with tourist satisfaction. Indeed, the results also revealed recommendations for improving the quality of services in Zoo Negara and retain the service quality that is considered very satisfactory by the tourists.

Index Terms: Tourist Satisfaction, Service Quality, SERVQUAL, Zoo Negara, Kuala Lumpur

1 INTRODUCTION

Malaysia had been positioned as the tenth most well known the travel industry goal in the world within twenty-five million inbound tourists (Henderson, 2017; Sharpley & Telfer, 2015). The endeavour to build the traveller numbers proceed with a set focus of thirty-six million by 2020 by contributing RM 168 billion to the nation's economy. Kuala Lumpur is one of the Malaysia's prominent goals to travel. It fills in as the principle entryway for worldwide sightseers entering the nation. In 2013, 13.3 million inbound visitors visited KL was putting the city in the main six regarding goal arrivals in the world (Musa, et. al., 2015). Among the attractions that available in Kuala Lumpur are shopping complexes, old and modern architecture, conference venues and more. In all the attraction, it represents the Malay, Chinese and Indian ethnics. According to "TripAdvisor," (2019), there have negative feedback about the Zoo Negara from the tourist. There have been complaints about the service quality of the facilities. Between that, the higher entrance fees not worth it to buy with poor service quality of facilities. In addition, the condition of the animal is not up to higher expectations from tourist. From past study, Canny & Hidayat (2012) stated the tourists were fulfilled on tangible of the dimension quality of service and it would be the main important destination attraction for tourist revisits. The main objective of this study is to identify the level of tourist satisfaction towards service quality in Zoo Negara, Kuala Lumpur. Additionally, to identify the relationship between tourist satisfaction and service quality in Zoo Negara is one of the purpose of this study. This study focused on the service quality and tourist satisfaction in Zoo Negara, Kuala Lumpur.

The reason on why researchers choose to study about tourist satisfaction and quality of service is to help Zoo Negara to overcome their current issue and to prevent upcoming problems in the future. The research conducted based on tourist satisfaction and service quality of the response or feedback from tourist through the questionnaire whether they are satisfied with the services.

2 LITERATURE REVIEW

2.1 Tourist Satisfaction

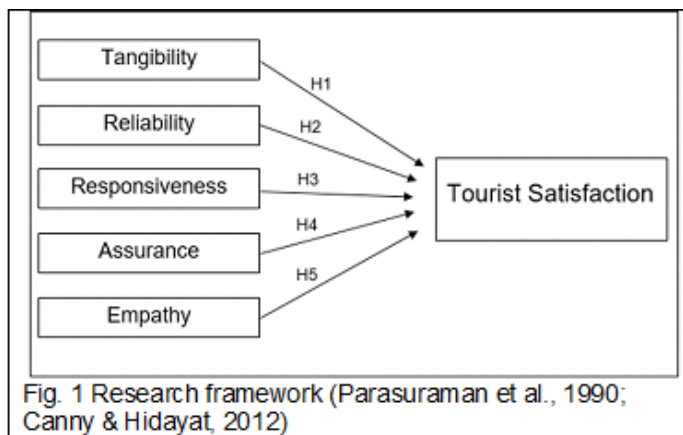
According to Li, et. al., (2017), satisfaction is a significant concern in the travel industry business by means of it can make a decision to successful or collapse in the corporate association. Tourists who are satisfied will likely give positive verbal which can have more tourist and make long term profit to the company (Stamolampros, et. al., 2019). Tourist satisfaction should be observed by a screening viewpoint that thinks about both the interest and the offer side where this last mentioned, in the more extensive significance likewise includes the essential view point (Della Corte, 2015). As per Izogo (2013) indicate that satisfaction is to dictate thru abstract including the needs of customer, the emotions of customer and target factors. For example, items and service highlights.

2.2 Service Quality

According to Patterson (2009), service quality is utilized as a symptomatic system for revealing wide zones of an association's administration quality and shortcoming. The service quality of traveller fulfilment is associated with traveller perception and desires. These desires are shaped mostly through data gave by means of the travel industry promotions, plugs, pamphlets, broad communications and casual data from companions and relatives (Akama & Kieti, 2003). Service quality is reliant on the contrast among performance and expectation on the service quality measurements (Oh & Kim, 2017).

2.3 Conceptual Framework

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The framework was designed on the relationship between the independent and the dependent variable. Figure 1 shows the adopted research framework. The independent variable has five dimensions of service quality which including tangibility, reliability, responsiveness, assurance and empathy. Meanwhile dependent variable is tourist satisfaction in Zoo Negara.

3 METHODOLOGY

The research design used in this research method was quantitative method research. The tool that researches used to collect data was through primary data using self-administered questionnaire. 400 questionnaires were distributed in Zoo Negara for the study. Furthermore, non-probability sampling had used in this research where the researchers had used convenience sampling in distributing the questionnaire. The method was used as it is easy and cost-effective in obtaining the responses. In this study, four types of analysis were used which included descriptive analysis, frequency analysis, reliability analysis and Pearson correlation. All the data were analyzed by using the Statistical Packages for the Social Science (SPSS) Version 25.

4 FINDING

4.1 Frequency Analysis

TABLE 1
DEMOGRAPHIC DATA OF RESPONDENTS

Background Factor	Categories	Frequency	Percentage (%)
Gender	Male	214	53.5
	Female	186	46.5
	Below 18 years old	4	1.0
Age	19 – 30 years old	221	55.3
	31 – 40 years old	138	34.5
	41 – 50 years old	27	6.8
	Above 50 years old	10	2.5
Marital Status	Single	251	62.7
	Married	149	37.3
	Student	105	26.3
	Government Sector	80	20.0
Occupation	Retired	12	3.0
	Self-	56	14.0
		125	31.3

employment	22	5.5
Private sector		
Housewife		
Below RM 1000		
RM 1001 –		
RM 2000	21	5.3
RM 2001 –	95	23.8
RM 3000	105	26.3
RM 3001 –	48	12.0
RM 4000	10	2.5
RM 4001 –	8	2.0
RM 5000	113	28.2
Above RM 5000		
No Income		
Malaysian	299	74.8
Others	101	25.3

Based on Table 1, it shows that the demographic analysis gives the average profile of the respondents. For the gender, 53.5% represented by male respondents were male and 46.5% represented by female respondents. The majority of the respondents which are 55.3% comes from the age of 19 - 30 years old. About 62.7% of the total respondents were in the single status from 400 respondents, while 37.3% represented by respondent who were married. Most of the respondents were private sectors with 31.3%, while 26.3% were students followed by government sector with 20.0%, self-employment with 14.0%, housewife with 5.5% and retired which gives a percentage of 3.0%. The highest monthly income of the respondent was no income which have 113 respondents with 28.2%. The largest number of respondents is Malaysian (74.8%), followed by others (25.3%).

TABLE 2
FREQUENCY ANALYSIS FOR TANGIBILITY

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Zoo Negara Service Quality Dimensions					
Tangibility					
Zoo Negara cleanness and well oversee gotten to be the foremost appealing one	3	26	209	147	15
The environment in Zoo Negara is clean and slick	2	8	188	178	24
Zoo Negara workers dress proficient and slick	0	24	146	190	40
The management of the Zoo Negara authorities are well managed in the public facilities that provided (ie lounge, parking, lounge area, etc.)	8	31	167	172	22

According to Table 2 shows the frequency of respondents for tangibility. The highest frequency of the statement “Zoo Negara cleanness and well-oversee gotten to be the foremost appealing one” was 209 respondents stated that they are neutral. For The environment in Zoo Negara is clean and slick, the majority of the respondents of 188 respondents also

respond that they are neutral. While, most of the respondents which is 190 respondents had respond agree with the statement "Zoo Negara workers dress proficient and slick". Last, the majority of respondents (172 respondents) stated agree about "The management of the Zoo Negara authorities are well managed in the public facilities that provided".

TABLE 3
FREQUENCY ANALYSIS FOR RELIABILITY

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Reliability					
Zoo Negara administration was solid in making a sense consolation for you	6	27	132	189	46
Zoo Negara workers have expeditiousness and hospitality in serving you	4	39	155	174	28
The visiting hours are suit your needs and time accessibility which provided by management	4	23	136	197	40

Based on the Table 3 shows the frequency of respondents for reliability. The highest frequency of the statement "Zoo Negara administration was solid in making a sense consolation for you" was 189 respondents stated that they have agreed. For "Zoo Negara workers have expeditiousness and hospitality in serving you", the majority of the respondents of 174 respondents also respond that they have agreed. Last, the majority of respondents (197 respondents) stated agree for the statement "The visiting hours are suit your needs and time accessibility which provided by management".

TABLE 4
FREQUENCY ANALYSIS FOR RESPONSIVENESS

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Responsiveness					
Zoo Negara administration are continuously prepared and anxious to serve you	5	28	129	184	54
Zoo Negara representatives were never as well active to reply and assist you rapidly	2	32	105	228	33
You get the most excellent conceivable service from Zoo Negara representatives	2	36	96	243	23
No takes long time to line up at the entrance entryway when the ticket confirmation office deftly and quickly address the line of traveler at Zoo Negara	8	34	116	194	48

According to Table 4 shows the frequency of respondents for responsiveness. The highest frequency of the statement "Zoo Negara administration are continuously prepared and anxious to serve you" was 184 respondents stated that they have agreed. For "Zoo Negara representatives were never as well active to reply and assist you rapidly", the majority of the respondents of 228 respondents also respond that they are agreed. While, most of the respondents which is 243 respondents had respond agree with the statement "You get the most excellent conceivable service from Zoo Negara representatives". Last, the majority of respondents (194 respondents) stated agree for the statement "No takes a long time to line up at the entrance entryway when the ticket confirmation office deftly and quickly address the line of the traveller at Zoo Negara".

TABLE 5
FREQUENCY ANALYSIS FOR ASSURANCE

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Assurance					
You can easily understand the information and instructions that provided by Zoo Negara administration	14	36	99	229	22
You feel comfortable and safe during your visit to Zoo Negara	4	33	120	220	23
Zoo Negara workers are always polite, friendly and helpful to you	4	35	119	215	27
Get an in-depth explanation from Zoo Negara knowledgeable and experienced guides	5	5	104	237	49

According to Table 5 reveals the frequency of respondents for assurance. The highest frequency of the statement "You can easily understand the information and instructions that provided by Zoo Negara administration" was 229 respondents stated that they have agreed. For "You feel comfortable and safe during your visit to Zoo Negara.", the majority 220 respondents were responded that they have agreed. While, most of the respondents which is 215 respondents had responded agreed with the statement "Zoo Negara workers are always polite, friendly and helpful to you". Last, the majority of respondents (237 respondents) stated agree with the statement "Get an in-depth explanation from Zoo Negara knowledgeable and experienced guides".

TABLE 6
FREQUENCY ANALYSIS FOR EMPATHY

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Empathy					
Zoo Negara workers' pay regard to the needs of tourists	4	35	134	195	32

Zoo Negara staff will provide you with courteous and kindly service	2	25	135	202	36
Zoo Negara staffs value and help you	6	16	171	183	24

Based on the Table 6 above, there show the frequency of empathy. The highest frequency of the statement "Zoo Negara workers' pay regard to the needs of tourists" was 195 respondents stated that they have agreed. For "Zoo Negara staff will provide you with courteous and kindly service", the majority of the respondents of 202 respondents also respond that they have agreed. Last, the majority of respondents (183 respondents) stated agree with the statement "Zoo Negara staff's value and help you".

TABLE 7
FREQUENCY ANALYSIS FOR TOURIST SATISFACTION

Statements	Disagree	Strongly Disagree	Neutral	Agree	Strongly Agree
Tourist Satisfaction					
I am satisfied with Zoo Negara visit	1	5	120	203	71
I really enjoyed my visit to Zoo Negara.	3	16	120	238	23
I am positive about revisiting Zoo Negara in the future	7	15	121	207	50

Based on the Table 7, it shows the frequency of respondents for reliability. The highest frequency of "I am satisfied with Zoo Negara visit" was 203 respondents stated that they have agreed. For "I really enjoyed my visit to Zoo Negara.", the majority of the respondents of 238 respondents also respond that they have agreed. Last, the majority of respondents (207 respondents) stated agree about "I am positive about revisiting Zoo Negara in the future".

4.2 Reliability Analysis

TABLE 8
RELIABILITY ANALYSIS OF 400 QUESTIONNAIRES DISTRIBUTED

Items	Cronbach's Alpha	N of Items
Tangibility	.744	4
Reliability	.794	3
Responsiveness	.755	4
Assurance	.763	4
Empathy	.820	3
Tourist Satisfaction	.716	3

The Table 8 above, Cronbach's alpha reliability test of 400 questionnaires to determine the significant on the tourist satisfaction towards service quality in Zoo Negara, Kuala Lumpur. The researcher conducted the questionnaire in Zoo Negara. Despite the fact, the service qualities are included tangibility, reliability, responsiveness, assurance and empathy.

The six variables of Cronbach's alpha were distributed in the middle of 0.72 to 0.82 with the items between 3 and 4. For the empathy, reliability, assurance and responsiveness have good range with Cronbach's alpha value were 0.82, 0.79, 0.76 and 0.75, respectively. The lowest value of Cronbach's is tourist satisfaction with Cronbach's alpha value is 0.72 with 3 items.

4.3 Descriptive Analysis

4.3.1 Tangibility

TABLE 9
DESCRIPTIVE ANALYSIS FOR TANGIBILITY

Statements	Mean	Std. Deviation
Zoo Negara cleanness and well oversee gotten to be the foremost appealing one	3.3625	.69448
The environment in Zoo Negara is clean and slick	3.5350	.66323
Zoo Negara workers dress proficient and slick	3.6150	.74711
Public facilities that are provided by Zoo Negara authority agency management is well managed (i.e. rest room, parking lot, rest area etc.)	3.4225	.79408

Table 9 shows the descriptive analysis for tangibility which is the first dimension in the service quality in Zoo Negara. There have four questions that related to the tangibility elements in the study. The highest value of the result is referred to the statements about "Zoo Negara workers dress proficient and slick" with mean value is 3.62. The second highest mean is "The environment in Zoo Negara is clean and slick" with value is 3.54 and 0.66 for the standard deviation. The lowest response from this study is "Zoo Negara cleanness and well oversee gotten to be the foremost appealing one" with mean 3.36 and 0.694 for the standard deviation.

4.3.2 Reliability

TABLE 10
DESCRIPTIVE ANALYSIS FOR RELIABILITY

Statements	Mean	Std. Deviation
Zoo Negara administration was solid in making a sense consolation for you	3.6050	.83409
Zoo Negara workers have expeditiousness and hospitality in serving you	3.4575	.80300
The visiting hours are suit your needs and time accessibility which provided by management	3.6150	.78314

Based on the Table 10 state to the reliability section which is included in the service quality. There have three questions were involved to state the significance of reliability toward tourist satisfaction. The highest response is "The visiting hours are suit your needs and time accessibility which provided by management" with mean value is 3.61, even though the second highest is "Zoo Negara administration was solid in making a sense consolation for you" with 3.61 and 0.834 for the standard deviation. The lowest evaluation in the reliability section is referred to the "Zoo Negara workers have expeditiousness and hospitality in serving you" with mean value is 3.46.

4.3.3 Responsiveness

TABLE 11

DESCRIPTIVE ANALYSIS FOR RESPONSIVENESS

Statements	Mean	Std. Deviation
Zoo Negara administration are continuously prepared and anxious to serve you	3.6350	.84769
Zoo Negara representatives were never as well active to reply and assist you rapidly	3.6450	.76514
You get the most excellent conceivable service from Zoo Negara representatives	3.6225	.74926
No takes long time to line up at the entrance entryway when the ticket confirmation office deftly and quickly address the line of traveler at Zoo Negara	3.6000	.87860

Based on the Table 11, it shows the result of descriptive analysis for the responsiveness of the service quality. There are about 4 statements were involved in the section. The highest mean value is "Zoo Negara representatives were never as well active to reply and assist you rapidly" with value is 3.65. Followed by the second highest is "Zoo Negara management is always ready and eager to serve you" with mean value 3.64. From the four statements above, show the lowest mean is "No takes a long time to line up at the entrance entryway when the ticket confirmation office deftly and quickly address the line of traveller at Zoo Negara" with value is 3.60.

4.3.4 Assurance

TABLE 12

DESCRIPTIVE ANALYSIS FOR ASSURANCE

Statements	Mean	Std. Deviation
You can easily understand the information and instructions that provided by Zoo Negara administration	3.5225	.86682
You feel comfortable and safe during your visit to Zoo Negara.	3.5625	.76653
Zoo Negara workers are always polite, friendly and helpful to you	3.5650	.78570
Get an in-depth explanation from Zoo Negara knowledgeable and experienced guides	3.8000	.71152

Based on the Table 12, it indicates descriptive analysis results for assurance of the service quality. There are about 4 statements were involved in the section. The highest mean value is "Get an in-depth explanation from Zoo Negara knowledgeable and experienced guides" with value is 3.80. Followed the second highest is "Zoo Negara workers are always polite, friendly and helpful to you" with mean value 3.57. Between the four statements above, the lowest mean is "You can easily understand the information and instructions that provided by Zoo Negara administration" with value is 3.52.

4.3.5 Empathy

TABLE 13

DESCRIPTIVE ANALYSIS OF EMPATHY

Statements	Mean	Std. Deviation
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Zoo Negara workers' pay regard to the needs of tourists	3.5400	.80313
Zoo Negara staff will provide you with courteous and kindly service	3.6125	.75748
Zoo Negara staffs value and help you	3.5075	.73573

Table 13 above shows descriptive analysis for empathy of the service quality. There are about three statements in this section. The highest mean value is "Zoo Negara staff will provide you with courteous and kindly service" with value is 3.61. Followed the second highest is "Zoo Negara workers' pay regard to the needs of tourists" with mean value 3.54. Based on the three statements above, the lowest mean is "Zoo Negara staff's value and help you" with value is 3.51.

4.4 Tourist Satisfaction

TABLE 14

DESCRIPTIVE ANALYSIS FOR TOURIST SATISFACTION

Statements	Mean	Std. Deviation
I am satisfied with Zoo Negara visit	3.8450	.72615
I really enjoyed my visit to Zoo Negara.	3.6550	.68348
I am positive about revisiting Zoo Negara in the future	3.6950	.80224

Based on the Table 14, it shows the mean and standard deviation of tourist satisfaction towards service quality. The highest mean of the statement is "I am satisfied with Zoo Negara visit" with value 3.85. While the second highest is referred to the statement "I am positive about revisiting Zoo Negara in the future" with mean value 3.70. The lowest feedback from the customer is "I really enjoyed my visit to Zoo Negara." with mean value 3.66.

4.5 Correlations

TABLE 15

THE CORRELATION BETWEEN SERVICE QUALITY AND TOURIST SATISFACTION.

	TAN	REL	RES P	ASS	EMP	TS
TAN	1					
REL	.264*	1				
RES P	.093	.436*	1			
ASS	.128*	.400*	.484*	1		
EMP	-.019	.320*	.517*	.397*	1	

	Correlation					
	Pearson					
TS	on Correlation	.139*	.304*	.347*	.245*	.377*
		*	*	*	*	1

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation indicates the positive correlation which is significant with each other. All the results are significant at 0.01 level (2 tailed) and 0.05 levels (2- tailed) which means there have correlation between dependent and independent variables. The lowest correlation for the service quality is tangibility which is 0.139* and the highest correlation goes to empathy, 0.377*.

TABLE 16
HYPOTHESIS TESTING

Hypothesis	Relationship	Result
H1	There is positive relationship between the dimension of Tangibility and customer satisfaction.	Accepted
H2	There is positive relationship between the dimension of Reliability and customer satisfaction.	Accepted
H3	There is positive relationship between the dimension of Empathy and customer satisfaction.	Accepted
H4	There is positive relationship between the dimension of Assurance and customer satisfaction.	Accepted
H5	There is positive relationship between the dimension of Responsiveness and customer satisfaction.	Accepted

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Based on the reliability analysis, all the variables were accepted for this study because most of the variables Cronbach's Alpha value was at least 0.70 above. The Cronbach's Alpha value of 400 questionnaires is to identify the significant through the tourist satisfaction towards service quality in Zoo Negara, Kuala Lumpur. The dimension of quality of service was included tangibility, reliability, responsiveness, assurance and empathy. The distribution of the Cronbach's alpha for six variables is between 0.72 to 0.82 with items of questionnaire between 3 and 4. For the empathy, reliability, assurance and responsiveness have a good range with Cronbach's alpha value are 0.82, 0.79, 0.76 and 0.75 respectively. The lowest value of Cronbach's is tourist satisfaction with Cronbach's alpha value is 0.72 with 3 numbers of items. The first objective was answered through the finding. As the result indicates the highest mean value was for responsiveness, assurance and reliability. Among the 4 statements of responsiveness the highest value of mean tourist answer "Zoo Negara representatives were never as well active to reply and assist you rapidly" with 3.64. The second highest value is assurance which highest mean statement is "Get an in-depth explanation from Zoo Negara knowledgeable and experienced guides" with value 3.80 out of 4 statements. The third highest value of the mean is reliability. Based on 3 statements, statement on "The visiting hours are suit your

needs and time accessibility which provided by management" was the highest mean answer by tourists with 3.62 in the mean. In this descriptive analysis, the first objective had been achieved, which is to identify the level of tourist satisfaction towards service quality in Zoo Negara, Kuala Lumpur. This research divided into five service quality dimensions that were tangibility, reliability, responsiveness, assurance and empathy. A significant majority of the respondents placed 'empathy' as the main criterion for the improvement of Zoo Negara services. As the statistical analysis shows, 48.8% of the respondents agree that Zoo Negara employees pay attention to the tourists' needs apart from being polite (50.5%) and serious in helping the tourist (45.8%). The least relationship between tourist satisfaction and service quality is tangibility. This is because most of the results from the respondents were neutral to agree. 52.3% of the respondents were neutral about Zoo Negara's cleanliness and well managed. Apart from that, 47.0% of the respondents were neutral on the Zoo Negara's environment being clean and neat. Furthermore, 47.5% agreed that Zoo Negara's employees dressed professionally and neat. However, 43.0% of respondents agreed that "The management of the Zoo Negara authorities are well managed in the public facilities that provided". The highest is the "responsiveness". According to statistical analysis, 46.0% agreed that "Zoo Negara administration are continuously prepared and anxious to serve you". 60.8% of the respondents agree that the employees of Zoo Negara will give the best possible service from them apart from they no longer queue at the entrance gate to get the ticket admissions (48.5%). As a result of correlation, there is a significant relationship between tourist satisfaction and service quality. There are six relationships were involved in the outcome above, the tourist satisfaction versus 5 dimensions of service quality which are tangibility, reliability, responsiveness, assurance and empathy with correlation value are 0.139, 0.304, 0.347, 0.245 and 0.377, respectively. On average all the correlations have a distribution between 0.139 and 0.377. In this correlation, the second objective had been achieved, which is to identify the relationship between tourist satisfaction and service quality in Zoo Negara, Kuala Lumpur.

5 CONCLUSION

Based on the research, researcher strongly recommend that the management of Zoo Negara look into this aspect while at the same time, prioritize to maintain the image of Zoo Negara in terms of its appearance that appeals to local and international tourists. This should be top priority. Zoo Negara management should improve their service quality and facilities. The facilities that need to be looked into are the car parking, the public toilets etc. because these are the main important thing that tourists look for in every attraction. Furthermore, Zoo Negara employees should prioritize their appearance with the intention of maintaining the image of Zoo Negara. Zoo Negara Management should put tourist satisfaction as their top priority because this will increase tourist revisit in the near future. If Zoo Negara kept the environment clean, ensure the animals are in perfect shape, the tourists will spread the words and promote Zoo Negara to their colleagues, acquaintances which can benefit Zoo Negara and the economics of the country as well, because there's going to be a lot of tourists that will revisit and bring families and friends. The authors would like to extend their appreciation to Management and Science University for the

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