VISITORS SATISFACTION ON THE PERCEPTION OF THE PROVISION FACILITIES AT NIPAH BAY, PANGKOR ISLAND

Mazlina Jamaludin\textsuperscript{a,b}\\\textsuperscript{a}Department of Tourism and Hospitality, Politeknik Sultan Idris Shah, Selangor.\textsuperscript{b}Department of Recreation and Ecotourism, Universiti Putra Malaysia.\\(\text{Penulis Koresponden : mazlinajamaludin1973@gmail.com})\\
Aishah Mohd Nor\\Kolej Komuniti Kuala Langat, Banting Selangor\\
Rose Faida Ahmad Zabidi\\Jabatan Pelancongan dan Hospitaliti, Politeknik Tuanku Syed Sirajuddin, Perlis.

Abstract

Recreational facilities provided at the Nipah Bay, Pangkor Island, Malaysia were created to complement the public needs for an enjoyable and comfortable visit during their vacation on the island. The aim of this paper was to analyze the public and tourist recreational facilities at the public beach to fulfill tourist satisfaction and improve the effectiveness of the provision. 110 respondents were selected randomly. Theory of expectancy or confirmation /disconfirmation was used to guide this study. The data were gathered through observations and questionnaires and later was analyzed. Result found that Nipah Bay need to be upgraded with better maintenance and management in terms of beach cleanliness, beautification, and safety. Zoning control needs to be enforced to avoid further destruction to the natural environment. Provision of facilities should be implemented comprehensively according to international code, especially for disabled visitors, senior citizen and general public to avoid accidents and injuries.

KEY WORDS: satisfaction, tourism planning.

1. Introduction

Tourism is a resource industry, which depends on nature’s environment and society’s heritage. Visitors are attracted to areas with outstanding beauty, especially at an isolated island. Therefore, to make an island destination appealing and diversified in the competitive market, island operators often develop more facilities to complement natural attractions such as adding tourist facilities and create artificial man-made attractions. The purpose is to create more enjoyable and comfortable visit thus, trying to earn more revenue by inducing longer stay among the visitors to the island. Ideally, the destination providers wish that the facilities and human attractions would create a balance of experience.

2. Literature review

\textit{Beach Development Planning}

The beach and coastline are a sensitive area and has the individual uniqueness of the ecosystem. The beach has various functions that can be exposed to many problems such as water erosion if it
is now well maintained. Two famous standard guidelines such as; 1) standard and guidelines of physical development for island and 2) standard and guidelines for coastal area development need to be complied before implementing any development besides other guidelines. Tourism planning for beaches on the mainland and the island has similar guidelines that need to fulfill before developing any recreational facilities or entertainment. Some example of the tourism activities is the buffer zone, accommodations, commercial centers, recreational parks, toilets, open space, recreation club or jetty, disposal center, camping site, marina, jogging track, cycling path and some others. Another important issue that need to be aware of is that, it is prohibited to construct a permanent structure within 20 meters from mean high water level. Further, analysis of beach capacity should identify earlier to ensure that recreational facilities able to accommodate the visitors supply (Bovy & Lawson, 1998). Table 1 provides a standard for beach capacity. All these activities need to meet the standard and guidelines to ensure that after development, stakeholders and authorities comply minimum cleanliness and safety at satisfactory level all the time.

### Table 1. Beach capacity standard

<table>
<thead>
<tr>
<th>Type of Beach</th>
<th>No of m² per person</th>
<th>Person per meter of coast</th>
<th>Meters of coast per person</th>
<th>No of sq. ft. per person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over density</td>
<td>3</td>
<td>6.5</td>
<td>11.0</td>
<td>16.5</td>
</tr>
<tr>
<td>Public beach (near town)</td>
<td>5</td>
<td>4.0</td>
<td>6.5</td>
<td>10.0</td>
</tr>
<tr>
<td>Public beach (average)</td>
<td>8</td>
<td>2.5</td>
<td>4.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Resort (low SD..)</td>
<td>10</td>
<td>2.0</td>
<td>3.5</td>
<td>5.0</td>
</tr>
<tr>
<td>Resort (med. SD..)</td>
<td>15</td>
<td>1.5</td>
<td>2.0</td>
<td>3.5</td>
</tr>
<tr>
<td>Public beach (hi. SD..)</td>
<td>20</td>
<td>1.0</td>
<td>1.5</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Sources: Bovy & Lawson (1998)

### Islamic view in tourism planning

Islamic taught that Allah S.W.T has created all natural resources with multiple reasons. Each creation must be environmentally preserve, sustain and maintain for the well-being of the human creation in the future. Travelling, recreation and vacation enhance health and the well-being of a person to reduce stress and enable Muslims to serve the all mighty Allah S.W.T as stated in Surah Al-Mulk:15 “... it is he who has made the earth submissive to you, therefore traverse through its tracks and eats of his provision. And to him is the rising up.” Additionally, the relationship between families and wider religious fellowship will ties affirmed where Muslim has also had duty at home to offer hospitality to visitors and guest from abroad. This versus acquire us to be respectful and preserved what was given to us in a great manner.
Satisfaction

Satisfaction has an imperative role in planning marketable tourism products and services at island destination. The assessment of tourist satisfaction is the substance evaluation to assess destination services and tourist goods (Yoon & Uysal, 2005). Evaluating tourist satisfaction would help to understand how to handle customer complaints, extend customers loyalty and benefits thus, and improve service quality. A positive travel experience is generally connected with satisfaction. Customer satisfaction can be assessed by the satisfaction levels attained from the consumption or usage of a product or service, respectively (Varvara, 2012). In particular, within the process of service delivery. In this research, beach facility is the tourist product and services that will be evaluated to evaluate on visitors’ satisfaction.

Tourist satisfaction is a psychological concept, which shares the pleasure of tourists with the anticipated achievements and expectations of a product or service (WTO, 1985). Research has also indicated the significant association between visitors ‘perceived values’ of destination and their satisfaction (Iniesta-Bonillo et al., 2016). Expectations are normally formed based on the performance perceptions on products, services, and experiences.

Studies have suggested that a consumer’s future choice of a product or service is directly influenced by his or her past experience (Sukiman et al., 2013; Hosany & Martin, 2012; Oliver, 1997). Research has demonstrated that tourists will value their experiences created from their expectations, their context, their situation and their present resources (Prebensen & Xie, 2017). Oliver and Swan (1989) described consumer satisfaction as a relationship between the costs of what the tourist spends and the benefits he/she anticipates. A study on tourist expectation formation found that travel motivation, advertising and word-of-mouth recommendations influence travelers’ cognitive image and the interactions between cognitive and affective image contribute to form tourists’ expectations toward travel destination (Wang et al., 2016). The greater the similarities between the outcomes and expectations, the higher their satisfaction would be. In agreement with the latter statement, a wide range of methods and approaches to assess consumer satisfaction or dissatisfaction have been employed by scholars.

3. Conceptual Model.

This study aims to explore and understand public opinion and visitors towards satisfaction and dissatisfaction that lie within the provision facilities at the public beach located at Teluk Nipah Bay, Pangkor Island. The theory of confirmation/disconfirmation guides this study. It is seen that there is still a gap between visitors’ expectation and satisfaction from the destination provider. This theory view that visitors will be ‘satisfied’ if service performance exceeds expectation, ‘neutral’ if performance equals expectations and ‘dissatisfied’ if performance fails to meet expectations (Oliver, 1980, 1997). The comparison outcomes can be estimated based on the positive and negative disconfirmations, which lead to either a satisfaction or dissatisfaction. Oliver (1997) reported that positive disconfirmation is obtained when the experiences of tourists’ post-trip perception exceed their expectations (pre-trip perception), whereas negative disconfirmation is formed when their expectations exceed their actual experiences. This proposition implies that descriptive analysis must be performed to explore the areas that require improvements to increase visitors’ satisfaction besides enhanced service quality at the Nipah Bay.
On the practical point of view, this study is hoped to propose some suggestions for the programs, activities and guidelines from the public and visitors’ opinions to local authorities to develop and improvements public facilities according to international standard in the future. The provisions of tourist facilities need to fulfill the satisfaction and safety according to their usage. The provision of the beach facilities must be able to support during holiday season and non-holiday season. However, with the drastic physical development on the south side of the island has created Nipah Bay a congested area and damaged the beach area. The physical nature of the Nipah bay coastline is short and the sandy beach width is narrow. Thus, this makes the beach have limited access to certain number of marine recreational activities. Therefore, create problems in the long run among the public and visitors to fully access the beach at one point of time. Based on those problems and the above discussion a research question is drawn;

Determine the level of tourist satisfaction with tourist facilities at the public Nipah Bay beach.

4. Methodology

The study site located at one area which is Nipah Bay, Pangkor Island, Peninsular Malaysia. Island tourism had witnessed a tremendous growth in Malaysia based on the suggestion made by Maghsoodi Tilaki, Hedayati-marzbali, Abdullah & Mohsenzadeh (2017). Purposive sampling was used to select domestic respondents since there is no sampling frame. All respondents received this questionnaire after visiting Nipah Bay. 124 questionnaires were collected and analyzed. A self-administered questionnaire was used as the research instrument. The survey instrument, measured visitors satisfaction and beach facilities of Nipah Bay. Satisfaction items were adapted based from Yoon & Uysal (2005). A five-point Likert-scale ranging from ‘1’ (not at all important) to ‘7’ (extremely important). Beach facilities were adapted from Shahar (2011). Respondents were given space at the end of each item to provide further opinions.

4. Result and Discussion

The data were analyzed using descriptive analysis using mean score, standard deviation and rank. The result of the study found several issues that need to be addressed. Respondents viewed that Nipah Bay has an attractive tropical island image due to the richness of the natural environmental landscape. Many marine activities such as snorkeling, jet ski, kayaking and many others that can be explored by visitors.

Most of the visitors are satisfied with their holiday experience at Nipah Bay. The first dimension was “On land facilities and services section”. Most respondents felt disappointed at Nipah Bay area due to poor responds on “cleanliness” (M=3.88 SD.=11.421). It had the lowest score among all factors. It was observed that abundance of rubbish along the beach and in the ocean, need to be clean regularly to avoid environmental pollution. This issue will bring bad to tourism services as it is the main sources of income for the local communities. Therefore, the local authorities need to keep the island and the bay clean all the time. Odorless and attractive recyclable dustbin can be used to ensure the image of a clean beach is not spoilt. Solid waste disposal and collection should be done frequently. Effective Campaigns on hygiene beach and recycling must be done regularly. The issue of cleanliness along the beach needs to be solved immediately.
The next factor that most visitors worried were "limited of space for resting area" ($M=3.8629$, $SD.=1.47794$) which disturbed the safety and the usage of the renter using the recreational facilities and marine facilities. Overcrowding was a big issue that needs wider attention. This is because the beach is the focal point of visiting and the majority of the local visitors were with their family members. Further, limited space, prohibit physical development along Nipah beach. However,
the small portion of beach development has already created a poor view of the ocean and the beach. Some parts of the natural scenery have already deteriorated the image of the island due to the development on the south side of the Pangkor Island. Third factor was “safety of public facilities” (M=4.0887, SD.=1.54084). Further attention is required to avoid accidents and injuries due to overcrowding in the resting area.

Second dimension was on “support facilities”. “Accommodation” factor is the biggest factor that the visitors were concerned (M=4.9274, SD.=1.127). The island is small, hence, accommodation must be booked earlier. Some tourists commuted from the mainland to visit the island due to the limited accommodation. Next followed by “kiosk” (M=5.2823, SD.=1.265) which was limited to and not many varieties of products to purchase for the visitors. Finally, was the “safety of support facilities” (M=5.1935, SD.=1.273) was old and not in a good condition. This dimension can be further improved by the service provider. Authorities could provide training and provide consistence interviews with the visitors. This would provide new insight to improve the tourism the service together with service provider.

Third dimension was “recreation facilities”. The first major concerns of the visitors was “space for beach activities” (M=4.9435, SD.=1.43307). Followed by “swimming activities” (M=5.0968, SD.=1.30303) and finally “water rental equipment” (M=5.1290, SD.=1.16149). This dimension proved that space is a major concern for visitors to move around while running their activities with their friends. Space is important to ensure that activities can be properly held with comfortably without any interference from other groups that share the same space.

Fourth dimension was “satisfaction visits towards the provision of the facilities”. From the survey conducted, most of the tourists were satisfied during their visit to Nipay Bay. However, there were some visitors that concerned whether their visit was truly satisfied. The result here stated lowest score that need further overall improved on all of the tourism provision facilities on the Nipah beach and bay. The first statement was “wise decision” (M=5.3065, SD.=1.08334), secondly, was “meets my expectation” (M=5.3790, SD.=1.08334), thirdly, was “value for money” (M=5.3790, SD.=1.11292),and finally was “satisfied visits” (M=5.6532, SD.= 1.07480). Thus, some major improvement on the facilities required further evaluation and need to be improved since this is a public tourism beach.

5.0 Conclusion and Recommendation.

This visitors’ survey on the provision facilities at public beach, Nipay bay, have fulfill tourists and visitors’ perspective and can be used by the local authorities to facilitate further improvement in the provision. Most of the residents at Nipah Bay are tour operators who lived in the adjacent area such as Dalam Bay and surrounding residential community that depend on incoming visitors to the Nipah Bay mainly as their main sources of income. Therefore, the increasing number of visitors would be very pleased for them. Thus, the demand on tourism services such as recreational marine activities, food and beverages, accommodation, transportation are highly welcome. Nipah Bay has been zoned as a high control tourism zone. Most of the facilities here were private facilities, thus, improvement of public facilities required further investment by the local authorities through payer’s tax and tourism tax to ensure that public visitors can enjoy and share the facilities. It is hoped that this investment could improve better marine recreational activities, better and upgraded
facilities maintenance services due to the high numbers of tourist arrival especially during the weekends and school holiday.

However, it is sad to reveal that disable facilities and senior citizen facilities was not being developed appropriately even though the municipality has upgraded the basic land facilities and infrastructures. Manjung Municipal Council should develop more beach ramp, pedestrian ramp, a few handrail stairs and more parking spaces. It showed that the facilities were still not comprehensive and did not fulfill the planning code to cater for this minority group. In short, these are some of the development proposals that could be helpful for future state planning; implementations on disable facilities, enforcement town and country planning act 1973 (Act 172), improvement of solid waste management and beach cleanliness, beach beautification, and improvement of recreational marine activities for public or visitors.

Reference

Prebensen, N., K., Xie, J., (2017), Efficacy of co-creation and mastering on perceived value and satisfaction in tourists’ consumption, Tourism Management, 60, 166-176.
Bibliography

Corresponding Author, Mazlina Jamaludin. She is a senior academic staff, at Department of Tourism and Hospitality, Politeknik Sultan Idris Shah, Selangor, Malaysia. She graduated in B. Sc. Parks, Recreation and Tourism Resources (MSU, USA), Master of Education (UTM). Currently, she is a Phd candidate at Department of Recreation and Ecotourism, Faculty of Forestry, Universiti Pertanian Malaysia. Email: mazlinajamaludin1973@gmail.com.

Aishah Mohd Nor
She is an academic staff at Kolej Komuniti Kuala Langat, Banting Selangor. She graduated in B. Sc. in Tourism Management (UiTM) and Master Sc. in Tourism Management. (UiTM) Email: aishahsmart@gmail.com.

Rose Faida Binti Ahmad Zabidi
She is an academic staff at Department of Tourism and Hospitality, Politeknik Tuanku Syed Sirajuddin, Perlis. She graduated in B.Sc. in Food Technology (UPM). Email: rosefaida85@gmail.com.