



## International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournal.com>

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Volume 15 • Number 15 • 2017

### Determining Visitors' Repetition by Using Servqual Dimensions in Attraction Parks: A Case from Kuala Lumpur, Malaysia

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**Abstract:** *Purpose*—The purpose of this study is to determine the factors influencing visitors' repetition to Sunway Lagoon Theme Park. The repetition of visitors in theme parks has been influenced by satisfaction that eventually will create the intention to revisit again this becomes the repeat and loyal visitors. SERVQUAL dimensions have been used in this study.

*Design*—The paper express the importance of theme parks in Malaysia attracting the residents and tourists for the purpose of leisure, recreational, entertainment and enjoyable activities besides providing tourist experience of the destination.

*Methodology*—The data gathered using questionnaires distributed randomly in the study area, and analysed using (SPSS20). An additional information of pull and push factors determinants has been concluded in the aspect of motivation among visitors.

*Findings*—The results obtained that overall satisfaction was 84% among the participants, and 78% will revisit the park. Lack of queue management could be wisely managed to avoid any boredom of the visitors to perform the activities that has been offered there. The marketing team should accelerate their activities in attracting more visitors, especially from China, Russia and Middle East.

*Originality of the research*—The article highlights the importance of customer satisfaction in Theme Parks and the intention of the customer to revisit in the future. The identification of the dependent variables includes the various choices of recreational activities on the theme park site, queue management, safety and security, and service quality of the theme park.

**Keywords:** Repeated Visitor, Service Quality, Satisfaction, Theme Park, Malaysia.

## INTRODUCTION

Globalization and the growth of economic have had an economic impact on the area of leisure and recreation. The theme park industry, which sometimes known as a tourism product in some countries has been growing rapidly globally in this emerging market either regional or world widely. The development of the theme park in the last three decades has affected the size, capacity, products and entertainment offerings. Theme park attraction has able to improve destination image, enhance tourism, benefit the economy and provide education, recreation and entertainment opportunity for people. Other than that, theme park offering employability opportunity for local residents to sustain the country and accelerates the country economic growth. Contemporary theme park provides services such as accommodation, online booking services, night entertainment, activities and transportation services other than the rides, performances, retail outlets and food and beverage services.

Asian countries such as China and Malaysia are developing theme parks in order to increase revenue. The growth of economy of theme park as tourist destination would increase economy input and provide leisure and recreational activities to people. There are many theme parks in the market, which include large scale theme park with thrilling rides, historical features, art galleries, museums, botanical gardens, zoos, and wildlife parks. Meanwhile, Malaysia is an ideal place for people to enjoy theme park as the country fortunate for having green environment and suitable climate and weather. There are many theme park has been built in Malaysia such as Genting Highlands Theme Park, Sunway Lagoon Theme Park, A'Famosa Theme park, Cosmo' World Theme Park, Bukit Merah Lake town Resort, Legoland Theme Park as the latest one and many more. These growing rates and sustainability of the theme park industry are affected by the attendance of the consumer and visitors.

The positioning of Malaysia as Asia's preferred family holiday destination with the development of quality family attractions is already paying off. Malaysia was recently voted Top International Family Destination in Lonely Planet Magazine India's Travel Awards 2014. In the long term, theme parks will help Malaysia further leverage its tourism impact by increasing length of stay and generating repeat visitors. This is to keep the dreams alive as Malaysia is targeting to attract 36 million of tourists by the year 2020.

A number of other parks are reported to be under development. The upcoming theme parks such as Sea world park by Village Roadshow in Johor with Sunway and a cultural theme park on reclaimed land in Melaka. This adds up to the renovation project of Melaka zoo and water parks in Port Dickson, Kuantan and Langkawi. It is interesting to see the use of renowned favourite cartoon and character that appear in famous television series to help position new attractions internationally and increase their drawing power. Themed Attractions and resorts Developer (TAR) went to Legoland, Hello Kitty, Thomas and Friends and KidZania. Genting chose 20<sup>th</sup> Century Fox, Sunway Sea World in Johor and Nickelodeon at Sunway Lagoon (Nickelodeon Explorers' Oasis) and Movie Animation Park Studios is building the world's first Dream Works-dedicated zone in a theme park.

The selected theme park for this research study is Sunway Lagoon Theme park. It is located in the city heart of Petaling Jaya. Sunway Lagoon Theme Park has located strategically in surrounding attraction such Sunway Convention Centre, Sunway Resort Hotel and the massive and famous Sunway Pyramid Shopping Mall. The theme park also can be accessed easily by many public transportations especially public buses and reachable by nearby city such as Subang Jaya, Shah Alam and Kuala Lumpur. Theme

park provides an attraction in the city for the local community, residences and also tourist abroad. Theme park provides enjoyment for the visitors and create a leisure period that visitors can spend with their family, friends and relatives. Theme Park often has been symbolized as family trip vacation as it comprises activities and games that can cater various age group from the amusement theme suitable for children and up to the extreme that may locate in the attraction as well. Theme park as the tourism product has contributed to the growth of the economy, not only for tourism industry however the overall economy of Malaysia. To accelerate this positive growth, the management and operational team of the theme park should manage wisely since the demand for the recreational games and leisure activities are increasing. The aspect of maintenance of games site, cleanliness, facilities and services has to be upgraded, and keep in a tip top condition for the use of the local residence and international tourist. As Sunway Lagoon Theme Park has been located strategically at the centre of Petaling Jaya city with surrounded by other place of attraction such as Sunway Resort Hotel and Sunway Pyramid Shopping Mall. With the attraction along the theme park, indirectly can influence the visitor overall satisfaction when visiting the theme park and nearby attraction.

The objective of this research study to determine the customer satisfaction in Sunway Lagoon Theme Park located in Petaling Jaya and the intention of the customer to revisit the theme park in the future. The identification of the dependent variables includes the various choices of recreational activities on the theme park site, queue management, safety and security, and service quality of the theme park.

## LITERATURE REVIEW

### Theme Park

Theme parks are amusement park featuring specific theme that is carried over into every aspect of the park planning. They also emphasis stimuli such as visual and audio effect produced using modern technology. These overall planning creates a specific atmosphere and experience for visitors. Camp (1997) mentioned that theme park can be defined as being an outdoor attraction which combines rides, attraction and show or performances and being designed around a central theme or group of themes and as being changing a pay-one-price admission fee for visitors. Themes acts as attraction has been described as designated permanent resource which is controlled and managed for enjoyment, amusement, entertainment and education (Middleton, 1989, p. 229). Although theme park becomes the main part of experience, most of them become the main part of experience and containing multi-themes in terms of different attraction point or themed area (Wong and Cheung, 1999). Theme park should be able to attract new visitor and retaining its current visitor by providing clean and safe environment, create a family atmosphere, visual pleasing, wide variety of rides and slides and entertain visitor by many shows and performance. Domenech (2011) mentioned over the last fifty years, theme park has become a top tourist destination for most travellers and tourist. Malaysia is no exception with the rise of several theme parks that have become a favourite tourism destination. This is a consistent trend in Asia that sees the development of theme park has cater the current demand, especially emerging markets like Thailand, Indonesia, Singapore and Malaysia itself. Also Domenech (2011) has conducted a research study to assess theme park destination attractiveness in Malaysia.

### **Recreational Attractiveness**

Suggested by Cheng, recreational attraction consists of human resources, natural resources and artificial landscape resources to attract visitor. Attraction is human created and through a management and creativity, it combines and construct successful strategies and skills to attract tourists. According to the recreational travel, recreational attraction is intended to obtain tourists' travel motives and purposes from the destination. The study by Su and Sih defined that recreational attraction as the draw for tourist travel to the destination, and include human landscape, recreational activities, facilities and concern for health. The attraction is the driving force for tourists to approach the location.

### **Visitors' Satisfaction**

In general, satisfaction is the feeling of pleasure and enjoyment when a person has achieved something or when things a person desire to happen do happen. Besides, satisfaction is the act of fulfilling one's desire and needs on the post purchase assessment of products or services. Oliver (1997) mentioned satisfaction is the overall behaviour and judgement of the customers towards a service provider or the emotional response of customers towards the difference between their expectation and the results they receive in relation to the fulfilment of their needs and desires. The concept visitor satisfaction would influence repurchase behaviour and repurchase intent. If the product meets the expectation customer will be satisfied with the products. When the gap between expectation and actual experience is significant, there will be negative feeling. In highly competitive environments, visitor satisfaction is critical for firm to create and maintain corporate competitiveness. Consumer satisfaction is an attitude change, influenced by the consumption experience, and viewed as a fundamental determinant of long-term consumer behaviour (Oliver 1980; Yi 1990). In research of the hospitality industry, Gibson (2005), finds that satisfied consumers will become regular purchasers of the products or services and will provide the positive feedback to the people around them based on their experiences. Therefore, business owners, managers and marketing executives must able to design and develop the most suitable offers that reflect market demand by identifying and understanding the factors that influence consumer satisfaction.

### **Revisit Intention**

Intention indicates the willingness of a person to engage in a behaviour. From the view of leisure and recreation, behavioural intention is the intention of visitors to revisit within a year and their willingness to travel often to the destination (Baker and Crompton, 2000). Further factors involved in the evaluation of behavioural intention include the willingness to recommend to others and positive word of mouth (Bigne *et al.* 2001). The revisit intention of consumers to a destination may be influenced by the performances at the destination, as well as by the promotional efforts and the spreading news of new attractions at the destination. A tourism industry that emphasizes attractions at particular destinations relies heavily on the revisit intention of visitors because fewer costs are incurred in the retention of existing visitors than in the attraction of new visitors. In the tourism industry, evidence from the empirical studies demonstrates that satisfaction has an influence on the behavioural intention of visitors according Baker and Crompton 2000. There are several studies that proved that dissatisfied visitor will not revisit again a particular destination (Dube *et al.* 1994).

One factor that influences the revisit intention is the number of previous visits to a particular destination (Court and Lupton 1997; Mazursky 1989; Petrick *et al.* 2001; Sampol 1996). Kozak (2001) describes the

relationship between previous visits and revisit intention to the same destination. The development of destinations is another factor that influences revisit intention. Furthermore, Bigne *et al.* (2001) demonstrate that tourist satisfaction has an impact on revisit intention. There is a lack of empirical and theoretical evidence demonstrating the relationship between the antecedents of revisit intention and how revisit intention influences the enjoyment of visitors at the tourist destination. Therefore, an integrative model, considering the factors of service quality, customer value and satisfaction, is proposed by Oh (1999) and conducted utilizing hotel users as a sample group.

### **Customer Loyalty**

Since loyalty closely relates to the revisit intention of the visitor, it has been influenced by the visitor satisfaction. Loyalty refers to the intention to repurchase the products or services of firms, recommend the products or services to the others which indirectly be part of the promotional medium for the firm or a particular destination. Loyalty may be refer as well as the customer preference and behavioural reactions towards products and services. Most studies on visitors' loyalty treated revisit intention and recommended to others as measures. Research on loyalty by recommendation to relatives and friends and the revisit rate by Yoon and Uysal. Thus, revisit and repurchase intentions are important attributes that are used to measure customers' loyalty. The further studies by Lin, Yen and Lifound contribute that the main factors of tourists' loyalty include satisfaction with several natural environment, social environment, facilities, operations, and management as well as current residential locations and revisiting.

### **Safety and Security**

The issue of safety and security always be the priority of many recreational theme parks and outdoor activities regardless whether in the group of visitors, family or individual concern. Domenech (2011) proved that safety is the main concern while spending time with a family in a theme park. Safety does not only enhance the theme park experience, however, it also provides a good image of the country as the selection of theme park destination among international tourist. As the theme park involved with many machinery and equipment, a routine of check-up and scheduled maintenance by the operational staff of the theme park is taken seriously as a big responsibility in ensuring the safety among the visitors while using the facilities and activities on the theme park site. Past research studies conducted also mentioned that the aspect of safety influenced the intention among visitors. Study on the success factor of a theme park in Austria, Germany and Switzerland by B. Pikkermeat and M. Schuckert explained that the basis factor of safety and security has contributed to the major concern of most visitors in the theme park as it involved a risk of adventure and entertainment.

### **Service Quality**

Most of the service industries, including tourism, use SERVQUAL which consist the aspect of tangibility, responsiveness, reliability, assurance and empathy to measure quality (*e.g.* Armstrong *et al.* 1997; Hsieh *et al.* 2008; Hui *et al.* 2007). The process of delivering a quality service plays an important role in tourism (Wyllie 2000) and may be used as a platform to assess the effectiveness of the leisure service agency, including the tourism service sectors. Spreng and MacKoy (1996) conclude that SERVQUAL model has positive results and proves that service quality affects satisfaction.

The improvement in the study on literature review on service quality has been conducted. The research by Asha (2013) on Service Quality and Customer Satisfaction has provided details on the dimension in SERVQUAL. SERVQUAL is an instrument for measuring how customers perceive the quality of a service. This instrument is based on the five determinants mentioned above and on a comparison between customers' expectations of how the service should be performed and their experiences of how the service is rendered. The table1 below is the five (5) dimensions in SERVQUAL (Grönroos, 2005).

**Table 1**  
**Dimension in SERVQUAL Model (Grönroos, 2005)**

Tangibility	This determinant relates to the appeal of facilities, equipment and material used by a service firm as well as to the appearance of service employees.
Reliability	This means that the service firm provides its customers with accurate service the first time without making any mistakes and delivers what it has promised to do with the time that has been agreed upon.
Responsiveness	This means that the employees of a service firm are willing to help customers and respond to their requests as well as to inform customers when service will be provided, and then gives prompt service.
Assurance	This means that employees' behaviour will give customers confidence in the firm and that the firm makes customers feel safe. It also means that the employees are always courteous and have the necessary knowledge to respond to customers' questions.
Empathy	This means that the firm understands customers' problems and performs in their best interests as well as giving customers individual personal attention and having convenient operating hour.

### **Queue Management**

Visitor densities in theme parks are often very high and services have limited capacities which usually require visitors to queue and wait for rides, attractions, and entertainments. Schwartz (1975) recognized, however, that queuing and waiting are not the same things. A queue, "... is a social structure consisting of elements organized in terms of priority" (Schwartz, 1975, pp. 6–7). Queuing is an important process that provides structural solutions to the maintenance of social order, making human relationships predictable and peaceful. As such queuing is governed by social norms that help to ensure the legitimacy of the structure and ensure equity in the allocation of services.

The informal rule of "first come, first served" is the cognitive component (Heywood, 2002) of the social norm that is widely shared and understood throughout many societies. Waiting on the other hand is a psychological problem for those forced to delay the service they desire, whether they wait in a queue. Waiting for a ride or attraction in a theme park then depends initially on how desirable the ride or attraction is to each individual in the queue. To minimize waiting and to make waiting as pleasant as possible, theme and amusement parks plan and design the queue as an integral part of the ride or attraction and its loading structure and loading system (Clave', 2007).

### **Push and Pull Factors**

A review of the past literature on tourist motivation indicates that the analysis of motivations based on the two dimensions of push and pull factors have been generally accepted (Yuan and McDonald, 1990; Uysal

and Hagan, 1993). The concept behind push and pull dimension is that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. Most of the push factors which are origin-related are intangible or intrinsic desires of the individual travellers. Pull factors, on the contrary, are those that emerge as a result of the attractiveness of a destination as it is perceived by the travellers. They include tangible resources and travellers' perception and expectation such as novelty, benefit expectation and marketed image of the destination (Baloglu and Uysal, 1996). Crompton (1979) first sought to draw seven socio-psychological, or push motives (escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction) and two cultural, or pull motives (novelty and education). The conceptual framework that he developed would influence the selection of a destination, and this approach implies that the destination can have some degree of influence on vacation behaviour in meeting an aroused need.

### CONCEPTUAL FRAMEWORK

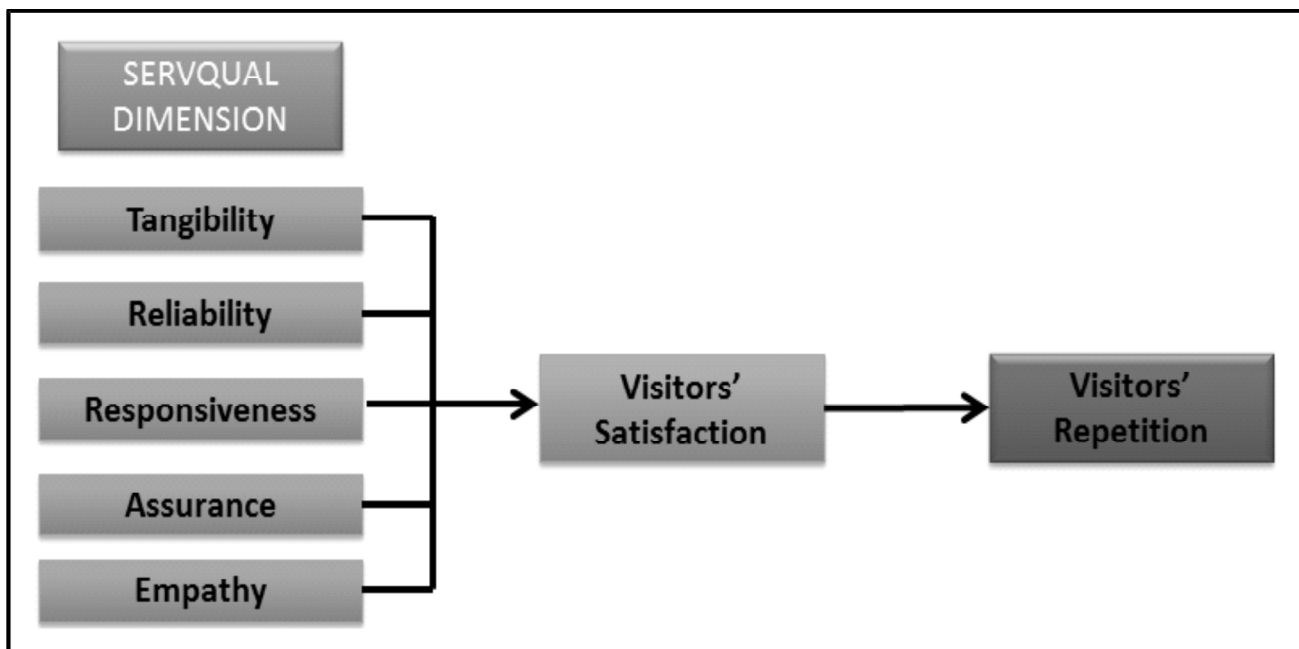


Figure 1: Conceptual Framework of Research Study

### METHODOLOGY

#### Research Design

This research study has used the descriptive study. Descriptive studies often designed to collect data that describe the characteristics of persons, events, or situation. Descriptive for this purpose of the research study is quantitative in nature. In this research, it involved the collection of quantitative data of satisfaction ratings and demographic data, however, it may also entail the collection of qualitative data. The research also used the quantitative data. This is because the data are in the form of numbers as generally gathered through structured questions. The quantitative data which based on deductive reasoning starts with a general theory and then apply this theory to specific cases. In this case, theories that applies such as Push

and Pull Theory and Visitors' Satisfaction and Service Quality. The research also used the cross-sectional studies. This cross sectional studied has been carried out once, perhaps over a period of days or weeks or months in order to answer research questions. In this case the research study on Determining Visitors' Satisfaction in Sunway Lagoon Theme Park has been collected once and does not involved pre and post evaluation in answering the questionnaire.

The questionnaire has been constructed as the sections have been divided in three parts. The first part is demographic profile the questions about demographic profile such as age, education, income, gender and much more. The second part asked about the aspects and factors in this research study. The independent variables such queue management, service quality, wide array of activities offered and safety and security will be asked in this part in determining the dependent variable level which is a visitors' satisfaction in the respective theme park. The questionnaire has been distributed during August 2015 using stratified random sampling method. Stratified sampling method is where the population is classified into strata and separate samples are selected from each stratum. The random stratified sampling in the study are able to select some potential respondents based on each strata regardless of their demographic background profile. Overall, the sample size for this study is 120 respondents. The Statistical Packages of Social Sciences (SPSS) software has been used to analyse the data and interprets it. Descriptive statistics: Cross tabulation, Frequencies, Descriptive, Explore, Descriptive Ratio Statistics were used to analyse the data and this will be found in the discussion below.

## **FINDINGS**

### **Demographic Profile**

The findings for the first section of the questionnaire focused on the aspect of the respondents' demographic profile.

The elaboration of the findings for the first section of the questionnaire will be discussed as below. This section focused on the aspect of the respondents' demographic profile. The respondents are made by 120 people in this study. 52.50 % (63 respondents) are female while another 47.50 % (57 respondents) are male. The total respondents of 120 are made up about 24.0 % of below 18 years old (29 respondents mostly are secondary students), 28.0 % are 19-24 years old (33 respondents), 20.0 % are between 25 to 34 years old (24 respondents), 14.0 % are 35-44 years old (17 respondents), 11.0% are 45-55 years old (13 respondents) and 3.0 % are above 55 years old (4 respondents). Out of 120 respondents, 24% are Malay (29 respondents), 26% are Chinese (31 respondents), India are 18% (22 respondents) and 32% are foreign tourist (38 respondents). From the first figure, the study concluded that Malay, Chinese and India are made up of 68% local respondents and 32 % are foreign tourist as respondents. Both primary and secondary level education is 11% (13 respondents) and 34% (41 respondents) respectively. These two groups of respondents might be range from the age of 11-24 years old. Vocational level is 10% of the respondents (12 respondents) whereas tertiary level is 45% (54 respondents).

These groups of respondents mostly for those who already working and has profession. The students made up from 38% (46 respondents), the private sector is 23% (28 respondents), the public sector is 11% (13 respondents), 10% are operating their own business (12 respondents) and 18% are others (21 respondents). Others are probably retired individual and housewives. From 45% of 120 people,



**Table 2**  
**Demographic Profile of Respondents**

<i>Variables</i>	<i>Descriptions/Percentage (%)</i>
<i>Gender</i>	
Male	52.5%
Female	47.5%
<i>Age (Years Old)</i>	
Below 18	24
19-24	28
25-34	20
35-44	14
45-55	11
Above 55	3
<i>Ethnicity and Origin</i>	
Malay	24
Chinese	26
India	18
Foreign	32
<i>Education</i>	
Primary	11
Secondary	34
Vocational	10
Tertiary	45
<i>Occupation</i>	
Public	11
Private	23
Entrepreneurship	10
Student	38
Others	18
<i>Income (Rm)</i>	
Below 1,000	13
1,001-2,000	12
2,001-3,000	18
3,001-4,000	12
Above 4,000	45
<i>Average Taking Holiday in Month</i>	
Less than once	10
Once	32
2-3 Times	42
4-5 Times	16

*Contd. table 2*

<i>Variables</i>	<i>Descriptions/ Percentage (%)</i>
<i>Group of Travelling</i>	
Travelling Alone	7
Adult Couple	8
Married with no child	7
Married with child	17
Friends and Relatives	37
Clubs, Associations and etc.	24
<i>Source of Knowledge of the Park</i>	
Word-of-mouth	27
Local Tourism Offices	11
Local Knowledge	23
Internet	15
Staff members	11
Brochure	7
Magazine	6
<i>Mode of Transportation (Getting Here)</i>	
Own Transportation	41
Public Transportation	28
Group Transportation	31
<i>Frequency Visiting The Park</i>	
First time	35
Once	35
2-5 times	22
More than 5	8
<i>Length of Stay</i>	
Short stay (under 2 hours)	12
Half day (2-4 hours)	52
Full day (4-8 hours)	36
<i>Purpose of the Visit</i>	
Rest and Relax	21
Watching Wildlife	6
Adventure Games	12
Time with family	24
Sightseeing	7
Break from city life	10
Others	20

54 respondents have income below RM 1,000. This group of respondents is probably students and still not working. 12% (15 respondents) have the income between RM 1,001-RM 2,000, 18% (21 respondents) has the income between RM 2,001-RM 3,000, and 12% (14 respondents) have the income between RM 3,001 to RM 4,000. The other 13% (16 respondents) have income more than RM 4,000. 10% of respondents (12 respondents) are taking less than once of holiday, 38 respondents (32%) are taking once a month, 42% (50 respondents) are taking 2 to 3 times holiday and the rest 16% (19 respondents) are taking holidays 4-5 times a month. 7% of the total respondents (9 respondents) travelling alone. These people might be traveller for self-experience and for a research study (*e.g.* photographer, reporter and etc.). 8% (10 respondents) are adult couple, 7% (8 respondents) are married with no children and 17% (20 respondents) are married with children. Most of the visitors are made up of group travel which consist friends and relatives, 37% (44 respondents). The rest respondents are from community, clubs and association such as attending family day by own company such as UOB, Mercedes Benz and Amdocs on the fieldwork study that made up about 24% (29 respondents).

27% (32 respondents) know about the theme park through word of mouth, 11% (13 respondents) get the information from local tourism office (such as tourism Selangor and etc.), 23% (28 respondents) has the local knowledge, probably they are staying in the Klang Valley area, 15% (19 respondents) know through internet or its official website, 11% (13 respondents) from the staff members of the theme park and the 7% (8 respondents) and 6% (7 respondents) know through the brochure and magazine respectively. 41% (49 respondents) traveling to the theme park by their own vehicles, 28% (34 respondents) travelling by public transportation such as public taxi, public bus (Rapid KL) which mainly stop at the adjacent Sunway Pyramid Shopping Mall, and the rest 31% (37 respondents) reached the park by group travel transportation such First Coach and Aeroline that accommodate passengers of group tourist and group visitors that attending an event such as Family Day. 35% (42 respondents) are the first timer visitor to the park as they are may be the international tourist that first time visit the park. 35% (42 respondents) also are visiting the park once a year to the Sunway Park as they are might the local people however staying outside the Klang Valley territory.

22% (27 respondents) and 8% (9 respondents) are visiting the park 2-5 times a year and more than 5 times respectively. Both of these groups may stay within the Klang Valley area or the frequent visitor that hold the Sunway Pals as their membership to the theme park. 12% (14 respondents) are visiting the park under 2 hours, which is a short trip. These visitors are probably for those who performing the limited access entry such as G-Force X and Bungee Jumping games as these two games attract visitors that are only coming to the park to perform these thrilling activities. 52% (63 respondents) spend 2-4 hours in the park. They might not spend in the all 5 parks/ zones available there. The rest 36% (43 respondents) spend a full day in the park, which is 4-8 hours and they might explore the whole theme park. 21% (26 respondents) are visiting the park for the purpose of rest and relax, 6% (7 respondents) are watching wildlife, 12% (14 respondents) carried out adventure activities, 24% (29 respondents) are spending their time with family and friends, 7% (8 respondents) are sightseeing, 10% (12 respondents) visiting the theme park for the purpose to break from city life and others contribute to 20% (24 respondents). These people are probably visiting the park for the purpose of attending family day occasion and visiting there for the Music Festival of AVC. Half of the visitors (50%, 60 respondents) spend their time in the water park, followed by extreme park, (18%, 22 respondents), wildlife park (13%, 16 respondents), amusement park (10%, 12 respondents), and others (7%, 8 respondents). Others might spend their time attending family day or attending music carnival such as AVC Music Festival.

### **The Push Factor (Based on the Demographic Result)**

Based on the presented results and findings the push factor in influencing visitors to visit the theme park has been studied. Few factors such as level of income, average taking holiday in the month, mode of travelling, Source of information about the theme park, and mode of transportation are some of the factors influencing them to visit the theme park. A high percentages from this factor has pushed them into visiting the theme park.

#### **Level of Income**

The higher the income, will influence more expenditure in the form of vacation for instance. About 53% of the respondents that has the income more than RM 2,000 a month has the push themselves in having short trip due to the monthly allocation of any short vacation such as visiting the theme park that offers wide choice of games.

#### **Average Taking Holiday**

People who have the average of taking holiday more than twice a month also one of the push factors that contribute to the receivable of high visitors to the theme park. About 58% of the respondents may spend their holiday in a month after visiting a relaxing place such as the theme park of Sunway Lagoon Theme Park.

#### **Mode of Transportation (Getting Here)**

The availability of public transportation in transporting passengers from the main cities to Bandar Sunway has influenced people to visit the park. This push factor is important not only for the local community that staying nearby the area, however, provide convenience for the international tourists all over the world. The visitors that came from the public transportation make up about 28%.

#### **Source of Knowledge about the Theme Park**

The source of information obtained about the theme park also one of the push factors for this study. The spread of information through word of mouth make the highest percentage which is 27%. Besides, local knowledge, internet and official websites and reviews from tourist magazines and brochure has influenced people to visit the theme park.

#### **Group of Travelling and Purpose of the Visit**

The travelling group such as travelling with company, association and clubs that gathered many visitors at one time also has influenced the push factor in this study. From the group of travelling, most of them has the purpose of attending Family Day which has been organized by their respective company such as Family Day by UOB and Mercedes Benz that takes place on the fieldwork study.

#### **Cross-Tabs Findings**

##### ***Ethnicity/Origin and Source of Knowledge about the Theme Park***

The local respondents' ethnicity was Malay, Indian and Chinese in this research. This group has the knowledge of the theme park based on their current local knowledge. However, for the foreigner, the source of

**Table 3**  
**Push Motives in this Study**

<i>Aspect</i>	<i>Push Factor</i>	<i>Ranking</i>	<i>Percentage (%)</i>
Source of Knowledge About the Theme Park	Word-of-mouth	1	27
	Local Knowledge	2	23
	Internet/Websites	3	15
	Staff Members	4	11
	Local Tourism Offices	4	11
	Brochure	5	7
	Magazine	6	6
Mode of Transportation (Getting Here)	Own Transportation	1	41
	Group Transportation	2	31
	Public Transportation	3	28
Purpose Visiting the Theme Park	Time with friends and families	1	24
	Rest and relax	2	21
	Others (Family Day, Music Festival)	3	20
	Adventure Activities	4	17
	Break from City Life	5	10
	Sightseeing	6	7
	Watching wildlife	7	6

knowledge was through their places of origin that has their local tourism offices. Some of the International tourists who are travelling under travelling agencies are aware about the theme park based on the source of itinerary that the Y received from their travel agencies or travel tourism offices in their own countries before visiting this country.

The local respondents are travelling by their own transportation mostly. This is because they are the local community here and know well on the roads and accessibilities getting to the theme park. Meanwhile, the foreigner respondents found that they are preferred in travelling by public transport (*e.g.* public taxi, public bus). Some of them also visit Malaysia by travel agency may find very convenient as the transportation of travelling has been provided for the ease of the international tourists. (*e.g.* First Coach Bus, Aeroline Bus). Most of the foreigner respondents are visiting the park for the first time. However, some of them has visited the theme park once a year as their annual vacation in Malaysia. On the other hand, local respondents have visited the park between 2-5 times a year as the convenience factor of local communities and residence in this region. Some of the local respondents may spend more than 5 times a year. This is shown that the respondents are the one who make repetition to come back to the theme park.

The length of stay influenced by the age group of the visitors. The age group has the average to spend a half day at the theme park, but we believed the senior citizen are less likely to spend a full day at the park. The results that show they are staying more than half day may be caused by the family vacation that involved entire group that required them to spend more together to strengthen the family bonding between

them. Visitors travelling with groups such as families, friends, relatives, clubs and association and colleague under company program such as Family Day tend to spend time more in the theme park as they spend almost a full day in the theme park. However, visitors travelling solo or fewer crowds tend to spend less time in the theme park. This may be caused travelling in a large group of participants will require more time as they might go for lunch together, performing activities in a group and consuming more time and many other factors. Group travel among friends and relatives are those who are the combination of students and working adult. Students who make up the highest percentage under the category of the travelling group among friends and relatives may under a school program, classmates vacation, school holidays trips and many more. Meanwhile, adult working people make up the largest percentage of group travelling under clubs, association and company programs.

### **Factors Influencing Visitors' Satisfaction thus Influencing Visitors' Repetition**

#### *Tangibility*

This determinant relates to the appeal of facilities, equipment and material used by the theme park as well as to the appearance of service employees. In this aspect, the recreational activities and available facilities, equipment have been measured in visitors' satisfaction.

**Table 4**  
**Result of Aspect Tangibility**

No.	Aspect (Tangibility)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	The facilities are in well-maintained condition	2/2%	12/10%	26/20%	55/46%	25/21%
2.	Restaurants and cafés are sufficient	2/2%	19/16%	35/29%	52/43%	12/10%
3.	The park provides many divisions and activities	2/2%	4/3%	14/12%	50/41%	50/41%
4.	The adventure activities are thrilling	4/3%	8/7%	34/38%	36/30%	38/31%
5.	The wildlife park occupied with fun animal shows	10/8%	21/18%	35/29%	34/28%	20/17%

The aspect of tangibility measured the appeal of facilities, equipment, materials used in attracting visitors in the theme park. The facilities available such as washrooms, eatery places and other has been accepted in a good condition (67%) in term of its cleanliness and in the good functioning of the users. Half of the respondents felt that the facilities such as cafes and restaurant outlets available there are sufficient for the visitors (53%). This is because cafes such as Starbucks, and restaurants such as Marry Brown, Fish and Co. and Subway Sandwich available for the craving visitors.

In terms of attractions available there, about 80% are satisfied with the many divisions and games in the theme park. The park offered five zones of Water Park, Wildlife Park, Extreme Park, Amusement Park, and Scream Park that caters different interest from the visitors. More than half respondents (61%) are thrilled with the adventure activities available in theme park such as Go—Kart, Bungy Jumping, ATV, flying-fox and many more. However, only a small percentage (45%) agreed on fun animals shows that available in the Wildlife Park. The park is famous with the attraction of white lions, black panthers, parrots received an unfavourable response from visitors.

### **Reliability**

Reliability aspect in this SERVQUAL dimensions measured the reliability and accuracy of the information about the theme park. This information has been measured through its on-site and off-site information. Information of the Sunway Lagoon Theme Park can be gathered through many ways and methods. One of the convenient way is through its official websites which is [www.sunwaylagoon.com.my](http://www.sunwaylagoon.com.my). The websites provide the information such as on how to get to the theme park, on-going promotional, any closure of park or activities under maintenance, and others. Most visitors are seeking for the information, especially the directory, promotional news and latest attractions available.

For this aspect of information, the measurement has been studied based on two factors, the information availability off-site and on-site the theme park. Off-site information based on its official websites whereas on-site based on the signage, layout maps and tour guides of the theme park.

**Table 5**  
**Result of Aspect Reliability**

<i>Q.</i>	<i>Aspect (Information)</i>	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
1.	The information on the website is useful	2/2%	11/9%	29/24%	48/40%	30/25%
2.	Current and accurate information on the website	2/2%	19/16%	34/28%	42/35%	5/20%
3.	Useful of directional signage at the theme park	2/2%	4/3%	32/26%	54/45%	28/23%
4.	Useful visitor guides and maps of the park	2/2%	14/12%	41/32%	45/38%	18/15%

The aspect of off-site information has been stated that usefulness of information on the website. About 65% respondents agreed. From the figure, slightly 54% of respondents found that off-site (virtual) information on the website is current and accurate. However, small percentage found that the information on the website is out dated. These two forms of virtual and off-site information act as a push factor that influencing people to visit the theme park as they received useful information about the park.

The aspect of on-site information on the other hand has measured the signage interpretation which available on the park. As the park consists of many divisions such as the water park, Wildlife and others, it concluded 78 and of respondents agreed on the usefulness of these directional signage and informative board. These interpretations are in concrete and standing such as artefacts. About 63% respondents found that the printed brochure (layout map) and park guider (storytelling) are useful. Only a small percentage of the respondents slightly disagree with the aspect of information. More than half respondents found that there is useful directional signage in the theme park and there are availability of useful guides and maps of the theme park.

### **Responsiveness**

The aspect of responsiveness means that the staffs on theme park are willing to provide assistance and being responsive while delivering the services. This means also the staff are willing and acts promptly wherever the visitors facing difficulties and assistance while enjoying their moment in the theme park. The aspect of responsiveness relies heavily on the delivering services to visitors in the theme park by the operational staffs there.

**Table 6**  
**Result of Aspect Responsiveness**

No.	Aspect Responsiveness	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	Sufficient staff to manage the queue	–	25/21%	42 /35%	49/41%	4/3%
2.	Knowledgeable staff	2/2%	5/4%	33 /28%	66/55%	14/12%
3.	Responsive and helpful staff	2/2%	4/3%	30 /25%	72/60%	12/10%
4.	Friendliness staff	4/3%	9/8%	44 /37%	48/40%	15/13%

In the aspect of the responsiveness or service delivered by staff, only 44% have a positive opinion on the sufficiency of the guides and staff at the park. They assumed the number was unfavourable in handling the waiting lines and queues in the theme park, especially peak seasons such as weekend and public holidays. They (66%) are also assumed that the staff working in the theme park and knowledgeable about the entire product and services available there. This is shown that the staffs are well-informative when questions have been asked. They (70%) also received assistance by the responsive and helpful staff at the park. The respondents (52%) have the opinion that the respondents average being friendly while delivery the service. The result is shown that the availability of knowledgeable, responsive and helpful staffs does not reflect that they are being friendly while delivering the service. The remaining 11% (disagree) and 37% (neutral) may receive poor service from the staff as they are likely less being entertained by the park guiders, operational staff and other.

### Assurance

Assurance in SERVQUAL dimension means the aspect of safety and security that exist in the theme park that will influence the visitor’s acceptance in performing the activities in the theme park such. This aspect is essential for both staffs of the park in ensuring the safety of the visitors while riding the roller coaster and conducting adventure activities. The maintenance, technician and park manager are responsible in this aspect as well.

**Table 7**  
**Result of Aspect Assurance**

No.	Aspect Assurance	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I feel safe and secure doing the activities	4/3 %	22/18%	32/27%	42/35%	20/17%
2.	Equipment and machinery in good condition	4/3%	26/27%	38/32%	44/37%	8/7%
3.	Security guards available at each zone and parks	4/3%	22/18%	42/35%	36/30%	16/13%
4.	Locker provided entrusted and safe	2/2%	14/12%	28/23%	60/50%	16/13%
5.	Clinic and first aid assistance are available	4/3%	14/12%	54/45%	40/33%	8/7%
6.	Briefing on safety in doing extreme activities was held by the staff	4/3%	13/11%	23/19%	52/43%	28/23%

About 62% of the respondents feel secure while doing the activities in the park.. About a quarter of the respondents feel that equipment is not in a good condition which may influence by the maintenance



factor or the closure of certain games. Unfavourable opinion has been given on the park guider availability at each check point or zones as the degree of disagree, neutral and agree almost equal among one another. More than half of the respondents feel that the facility of e-lockers at the theme park is safe and entrusted. It seems that the respondents are unaware of the existence of the clinic and first aid assistance as the percentage mostly contributed to the neutral. This is because the clinic facilities and services are located at the Beach Park, which dense by a crowd that may cause unawareness among the visitors.

The park staff perform their duties in a dedicated manner as most respondents (66%) believed that the briefing session has been conducted for the rules, conditions, prohibited items (such as glasses, cameras, sandals), and health condition. The space in providing visitor's belongings also available such as in Pirate Revenge (Amusement Park, World of Adventure Zone) that allows visitors to place their mobile phones, glasses, and bags before the ride to ensure the safety among of them.

### **Empathy**

In the aspect of empathy, the theme park provides understanding towards the visitors' needs such as affordability of the price convenience of travelling that can solve their problem. Besides, managing the queue in reducing the waiting times and boredom among visitors will be tested in this aspect.

**Table 8**  
**Result of Aspect Empathy**

<i>No. Aspect Assurance</i>	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
1. The rental facilities and food outlets are sufficient and affordable (locker)	2/2%	32 /27%	39 /33%	36/30%	11/9%
2. Halal foods are available	2/2%	14/12%	50 /42%	46/38%	8/7%
3. Sufficient staff to manage the queue and lines	–	25/21%	42 /35%	49/41%	4/3%
4. Clowns, bunny shows, visual interpretation to entertain the waiting	14/12%	40/33%	34 /28%	26/22%	6/5%
5. On-site buggy service are available and useful	13/10%	31/26%	37 /30%	33/28%	6/5%

The aspect of empathy measured the elements of the affordability of the rental equipment and the food and beverages which available along the Zulu Walk in the Sunway Lagoon Theme Park. Besides, it also tested the halal food offerings there, how the operational staffs in handling the queue and how they provide alternatives on the issue. The availability and usefulness of on-site buggy also has been measured that will cater certain group of visitors such as senior citizen and disable people.

The rental facilities have been assumed as slightly not affordable (29%) to some respondents and neutral (33%) on the aspect of rental of the facilities. The aspect shows different views in the aspect of rental such e-lockers, slide tubes and bungee jumping equipment. For example the rental of e-locker at the range of RM 20 - RM 40 according to the size. This different view may influence by the level of income of the respondents (standard of living) as people with higher monthly income found that the rental is affordable and vice versa.

The aspect of halal foods seems to be slightly unaware and has no intention to know the availability of the halal foods by some of the respondents as they are neither agree or disagree on the aspect of halal

food restaurant's existence. This aspect is important as the demand has increased not only from the local community seeking for Halal food, however, the international tourists, especially for those who are from the Middle East region such as Saudi Arabia, Jordan, Syria, and other Islamic region countries. The park able to provide Halal food outlets such as the Marry Brown, Fish and Co., Subway and many more.

Only 44% agreed the park provide sufficient in term of the staff available there to manage the queue. Only 27% respondents agreed there are actions by the theme park in managing the queue by providing entertainment in the form of clowns and bunny shows. In catering the need of the senior citizen for the convenient move by the services of buggy services, only 33% agreed with the usefulness and availability of the services.

### *Visitors' Satisfaction*

**Table 9**  
**Overall Visitors' Satisfaction**

<i>No. Aspect (Visitors' Satisfaction)</i>	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
1. The park satisfied myself	–	6/5%	12/10%	54/45%	48/40%
2. The staff delivery the services in well-manner	–	8/6%	28/23%	54/45%	30/25%
3. The facilities and services has satisfied myself	–	12/10%	25/20%	57/47%	26/21%
4. Effective Queue Management	–	22/18%	47/39%	41/34%	10/18%

More than 80% of the total respondents are satisfied with the experience of visiting the park as general. The aspect of the delivery of services by the ground staff and facilities and services available there has satisfied them mostly. However, the aspect of queue management seems to be unfavourable as there is slightly small percentage unsatisfied with the efficiency of the park in managing the park, and the main 39% of the respondents neither agree nor disagree. This shows that the respondents are understand and accept with the situation of waiting while in a theme park or they might think this situation does not influence their satisfaction or slightly assume this factor less important to be measured.

### *Revisit Intention*

**Table 10**  
**Revisit Intention and Loyalty**

<i>No. Aspect (Visitors' Satisfaction)</i>	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
1. I would recommend the park to others	–	4/3%	14/12%	82/68%	20/16%
2. I would come back to the park	–	10/8%	15/13%	75/62%	20/17%
3. I would be the sign up for the park membership	4/3%	20/17%	52/43%	31/26%	13/11%

From the results tabulated on above, the majority of the respondents will recommend Sunway Lagoon Theme Park to others as they are satisfied with park services and wide variety of games and activities. More

than half of the respondents also will come to visit the park again. However, although the percentage of the satisfaction is high, the respondents found that it may not be necessary for them to sign up for the membership. This reason may arise, as they might stay far away from the park and only come less than twice a year. Besides, about 40% of the respondents are international tourists (Middle East make up the highest percentage) who will probably not return to Malaysia for their frequent visit country for their purpose vacation or holiday trip. The respondents that may be neutral, which are neither agree or disagree as they might not be aware of the membership Pals Programme by Sunway Berhad and they might think it is not unnecessary to become a member although they are overall satisfied with Sunway Lagoon Theme Park. This measurement has accepted the objective of this study that satisfied visitors will have the intention to come back thus becoming repeat visitors.

## SERVQUAL DIMENSIONS

**Table 11**  
**Servqual Dimension**

<i>Rank</i>	<i>Dimension</i>	<i>Percentage</i>
1 <sup>st</sup>	Tangibility	62%
2 <sup>nd</sup>	Reliability	60%
3 <sup>rd</sup>	Responsiveness	58%
4 <sup>th</sup>	Assurance	51%
5 <sup>th</sup>	Empathy	38%

### **1<sup>st</sup> Rank Tangibility**

The aspect of physical attributes such as games and activities available in the theme park has been ranked as first (62%) in terms of its satisfactory. The theme park offers five different zones of the park which are Water Park, Extreme Park, Wildlife Park, Scream Park and Amusement Park. The attractiveness of these parks has influenced visitors' satisfaction and has become the main attributes for visitors' repetition.

### **2<sup>nd</sup> Rank Reliability**

The 2<sup>nd</sup> ranked is reliability. The aspect includes the accuracy and availability of the information that has been measured on-site and off-site. On-site information such as layout map, information board and tour guides, whereas off-site information through the official website of Sunway Lagoon at [www.sunwaylagoon.com.my](http://www.sunwaylagoon.com.my). This aspect has satisfied the visitors on their current, validity, availability and accuracy of the information about the theme park.

### **3<sup>rd</sup> Rank Responsiveness**

The third rank is responsiveness that is measured on the aspect of the delivery service by the staff. About an average 58%, the respondents are satisfied with the service delivery, such as being friendly, helpful and knowledgeable while entertaining the visitors to influence their overall experience. This attribute is essential in complementing the wide choice of recreational and activities offered there.

#### **4<sup>th</sup> Rank Assurance**

The assurance has been ranked 4<sup>th</sup>. The aspect measured in safety and security, such as the maintenance of the equipment and games, availability of clinics and first aid assistance and staff responsibilities in providing briefing on the aspect of safety before conducting activities. About 51% respondents satisfied with the safety and security of the theme park.

#### **5<sup>th</sup> Rank Empathy**

Empathy has been ranked least by 38% respondents felt that the theme park provides poor in term of its price sensitivity, on-site buggy service and the staff efficiency in managing queue. Some of the respondents found that the rental of *e*-lockers, tubes and slides are slightly expensive. Besides, they are now found on the on-site buggy service that's able in the park that can direct people from one zone to another zone. The respondents also found that the staffs are poor in managing the queue that cause boredom while waiting. There is very poor entertaining effort in the form of clowns, bunny shows in reducing their boredom while waiting. This has caused respondents slightly dissatisfied with the aspect of empathy.

### **CONCLUSION**

This study determined the visitors' repetition in Sunway Lagoon Theme Park in Kuala Lumpur, Malaysia by using the SERVQUAL dimensions. The repetition of visitors can be influenced by the overall visitor satisfaction. In this study five dimensions which are tangibility, reliability, responsiveness, assurance and empathy has been used and classified accordingly by the segmentation of the questionnaire. The findings show that tangibility has been ranked highest, followed by reliability, responsiveness, assurance and the least is empathy. Respondents are mostly satisfied (62%) with the aspect of tangibility. The attractiveness of wide games and activities from five different zones and parks contributes to this aspect of tangibility. The famous activities such as Vuvuzela, flying-fox, Surf Beach, and others. The second rank is reliability (60%) which has measured the aspect of information on-site and off-site. The off-site information on the official website of Sunway Lagoon and on-site from layout map, tour guide, and information board are well informative, accurate, current and valid. The third rank is responsiveness with 58%. The respondents had received good service such as responsive and helpful, knowledgeable staff and friendliness manner by the park staffs. Next rank is assurance with the contribution of 51%, which includes the aspect of safety and security. Respondents satisfied with the park in providing a safe rides and slides, a safety briefing was given and a good maintenance of equipment, materials and machinery. The least satisfied dimension is empathy with only 38% satisfaction. This may be results by high rental imposed for facilities and services offered at the park and expensive rate of souvenirs and food and beverage outlet. Besides, unfavourable opinions on the management of the park in managing the queue, there is lack of actions taken by providing, clown, bunny shows and visual, informative boards to reduce the boredom of the visitors at respective park, zone and hours.

The overall satisfaction has a contribution of 84% among the respondents were 102 out of 120 respondents are satisfied with their visit at the Sunway Lagoon Theme Park. The similar respondents will also recommend the park to the others. 78% out of the total respondents will come back for the next visit or trip. However, only 35% are planning to sign up for the membership of the park, which has been

introduced as Sunway Pals under the Loyalty Programme by Sunway Berhad. The findings obtained was valid as the results obtained through factors being measure are fit the theories and around which the study has been designed. The study has measured the right concept by relating factors influencing visitors' satisfaction with the stability and consistency of the measurement. The findings have also been reliable as the results obtained are without bias (error free), hence ensure consistent measurement across time and across the various items in the instrument.

Recommendations can be implemented by the management of the Sunway Lagoon Theme Park, Kuala Lumpur. The lack of queue management could be wisely managed to avoid any boredom and avoidance of the visitors to perform the activities that has been offered there. Besides the marketing team of the theme park also should accelerate their activities in attracting more visitors, especially from China, Russia and Middle East. Several attractions such as the Sunway Lagoon Theme Park, Sunway Resort Hotel, and the gigantic Egyptian Sunway Pyramid Shopping Mall, could attract International and local tourists. Thus, marketing campaign could produce an attractive package for this group of tourist by including the entrance ticket for the theme park and accommodation facilities at Sunway Resort Hotel.

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