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“A STUDY ON TOURIST SATISFACTION TOWARDS FERRY SERVICES IN LANGKAWI “

A report submitted in partial fulfilment of the
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BY:

GROUP 45

SUPERVISOR NAME: PN NURUL AZIAH BINTI AHMAD

MATRIC NO	NAME
H20A1602	NURAINI BT HUSSIN
H20A1604	NURALISHA NADIA BT MOHD KHARI
H20A1606	NURATIKA BINTI MAWALLIL
H20A1609	NUREEN SHAHIRAH BT MOHAMAD

DECLARATION

I declare that this report is our own work, except for extracts and summaries for which the original references are stated herein.

Date

Signature
Full
name:

CONFIRMATION BY ACADEMIC ADVISOR

I declare that this Practical Training Report was written by the above candidate in accordance with the rules and regulations established by the Faculty of Hospitality, Tourism and Wellness

Date

Signature
Full name:



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LIST OF ABBREVIATIONS

ABBREVIATION	EXPLANATIONS
IV	Independent variables
DV	Dependent variables
SPSS	Statistical Package Social Science

ABSTRACT

The purpose of this research proposal is to examine on tourist satisfaction towards ferry services in Langkawi. Additionally, the objectives of this research are to examine relationship between quality service, high fares and ferry safety assessment on tourist satisfaction toward ferry services in Langkawi. 384 questionnaires were distributed to community. This study used quantitative approach. The sample size was collected using convenient sampling. Data was collected through online survey. This study shows that the three factors which service quality, high fares and ferry safety assessment are the main factor that influence tourist satisfaction.

Keywords: Tourist satisfaction, quality service, high fares, ferry safety assessment

CHAPTER 1

1.1 INTRODUCTION

Tourism encompasses both the study and practise of travelling, the industry of luring, hosting, and amusing tourists, as well as the industry of leading tours. The World Tourism Organisation says (2016a), tourism accounts for 10% of global GDP and 6% of total exports, with over one billion tourists visiting international destinations each year. As a result, the majority of nations have benefited from the tourism sector by increasing the living standards of their people, improving their balance of payments, building up their foreign exchange reserves, increasing the production of goods and services, and producing revenue for the government in the form of taxes and profits. (2017) (Paramati, Alam, & Chen).

Malaysia has been ranked as Southeast Asia's second-most tourist-friendly country for the year 2017. Report on Travel and Tourism Competitiveness, 2017. The most crucial factor that ensures future business growth: visitor happiness, was also influenced by Malaysia's tourism industry. Today, many businesses use traveler happiness as a key metric to measure the effectiveness of their operations. By establishing the right process that ensures the services provided meet tourist expectations, tourist satisfaction is achieved. According to the tourism literature, a study shows that tourist satisfaction with a service or place is an important factor. This is because if tourists are happy with their trip to a location, they may recommend it to others. Given that tourists visit various locations in order to unwind mentally, a lack of sufficient quantity or quality of offered services limits the number of visitors and prevents the development of sustainable tourism. Planning to improve

tourism and the calibre of services is more important than ever given the significance and growing contribution of this sector to the modern economy.

This study aims to investigate tourist satisfaction towards ferry services in Langkawi. In order to ensure that real service meets or does not drastically differ from customer expectations, it is crucial for service providers to recognize and comprehend the demands of consumers (Matilla, 2011).

1.2 BACKGROUND OF THE STUDY

In the era of globalisation, raising tourists' satisfaction has been identified as a key strategy for boosting tourism destination competitiveness. Tourists' satisfaction is crucial to distinguish the level of visitor satisfaction by taking ideas like quality and value into account. Consumer satisfaction is acknowledged as one of the key factors they take into account when choosing tourism services and amenities. As a result, it has traditionally served as a centre of focus for marketers. When questioned about their desire for a service, the typical client always replies that they want high-quality service that meets their expectations and needs. Tourist satisfaction is regarded as one of the primary factors influencing destination selection, product and service consumption, and the decision to return to a tourist's destination. (Kozak, Rimmington, 2000).

The Langkawi Island terminal, sometimes referred to as Langkawi jetty is located at Kuah Jetty in the island's administrative centre of Kuah. The primary ferry station for travelling to or from the jetty must pass through the jetty point complex because it houses the entrance to the jetty and is a great place to stop for those who need to do some last-minute

shopping. Since 2005, By uniting seven enterprises, Langkawi Ferry Line Ventures Sdn Bhd (LFLV) (953522-T) has been one of the biggest passenger ferry operators in Malaysia and Langkawi Ventures Sdn Bhd runs the Langkawi ferry service and has a fleet of fast, opulent boats that go from Langkawi to Kuala Kedah, Kuala Perlis, and back. Langkawi Ferry Line Ventures committed to continuously improving our services and the safety of our crews and passengers throughout the journey in order to support the strategic and rapid growth of Langkawi's tourism sector.

In this study, the researchers decided to evaluate the level of customer satisfaction with the Jetty Terminal in Langkawi. There are several aspects that we will focus on such as service quality, fares charged and safety.

1.3 PROBLEM STATEMENT

Numerous studies have been conducted in an effort to better understand how satisfied tourists are with the ferry services offered in Langkawi. Numerous issues related to tourist management led to the selection of this study. Due to the numerous complaints that users of this service have made, Langkawi also chosen for this study.

1.3.1 Service quality problems (reliability, assurance, tangible, empathy, responsiveness) in ferry transportation.

The service quality of the public transport system is affected by internal and external elements that affect the way passengers perceive the service (Randheer, Al Mottawa & Vijay, 2011). Assessment of the gap between the customer's real impression of service quality and their expectations and thoughts regarding service in all dimensions is necessary for analysis in the

SERVQUAL approach. (Knop, 2019). The SERVQUAL model is currently one of the most popular and standardized methods for assessing the quality of auto transit service (Ojo, Eboli, Mazzulla, Adom, Opoku-Mensah, 2017).

1.3.2 The problem of high fares

According to Mittleman (2018), ticket sales provide more than half of the funding for the ferry. Raising funds by maximizing revenue from ticket sales means ignoring social needs. According to a local newspaper report, ferry passengers to Langkawi expressed their displeasure on social media as a result of the unexpected price increase. (Bernama, 2018). From an economic point of view, ferries promote economic growth by raising land prices, promoting industrial tourism, and attracting luxury spending (Mittleman, 2018). Each type of vehicle uses a different amount of multidimensional capacity, which is one of the main characteristics of the price optimization

1.3.3 Ship safety assessment problem

Ferry operators need to emphasize to all employees how important safety is to ferry operations. Because ferry companies and passengers are the primary users and operators, ferry accidents can result in serious injury or death. (Shan Lu & Hsing Tseng, 2012). In travel agencies, one of the issues with customer satisfaction is the management of ship security services. This is because the level of security affects user satisfaction. The ship's engine compartment is where the fire started, according to Channel News Asia (2019)

1.4 RESEARCH OBJECTIVE

This study's main objective is to ascertain how Langkawi's ferry service quality (reliability, assurance, palpable, empathy, responsiveness) affects visitors' satisfaction. There are three goals for the study:

RO1: To examine the relationship between service quality (reliability, assurance, tangible, empathy, responsiveness) of ferry in Langkawi towards tourist satisfaction.

RO2: To examine the relationship between the high fares of ferry in Langkawi towards tourist satisfaction.

RO3: To examine the relationship between ferry's safety in Langkawi towards tourist satisfaction.

1.5 RESEARCH QUESTIONS

The primary goal of this research is to determine how satisfied tourists are with the ferry service in Langkawi. Three research questions exist.

RQ1: Is there any relationship between service quality (reliability, assurance, tangible, empathy, responsiveness) on the tourist satisfaction toward ferry service in Langkawi?

RQ2: Is there any relationship between the high fares on the tourist satisfaction toward ferry service in Langkawi?

RQ3: Is there any relationship between the ferry safety assessment on the tourist satisfaction toward ferry service in Langkawi?

1.6 SIGNIFICANCE OF STUDY

The findings of this study are predicted to be significant in tourist satisfaction with ferry services in Langkawi. In addition, this study is expected to help various parties who want to conduct studies in the future regarding satisfaction with ferry services in Langkawi. The tourist sector will be able to expand if we can find ways to address the issues that visitors to Langkawi encounter. Practically, it can be useful to a wide range of individuals, including visitors, tour guides, and business people. Here is an example of a hypothetical study's scope, with the research question being "To what extent are tourists satisfied with the ferry service in Langkawi?" We are also informed that a questionnaire is a tool utilized to evaluate any changes in this investigation. Any other approaches are outside the purview of the research and can constitute a study limitation. This is a clear statement of how the outcome measure will be explored

1.7 DEFINITION OF TERM

The pleasant sensation that travelers get after visiting the destinations is referred to as tourist satisfaction. (Khan et al, 2013). Tourist satisfaction occurs when a visitor's experience exceeds their expectations. ((Deng & Pierskalla, 2011). Consumer satisfaction is the primary driver of customer purchase intent and confidence. (Kotler, 2000). Consumer satisfaction data is one of the most commonly collected points of marketing results.

The gathering, examination, and dissemination of this information within organization's conveys something specific about the importance of keeping track of clients and ensuring that they have a positive involvement in the organization's products and ventures. (Kotler, 2000).

Service quality

is characterized as the evaluation of the service provided by the visitor. Performance benchmark related to the travel encounter. (Chen & Tsai, 2007). Recent definitions of service quality have been expanded to incorporate a visitor's emotional reaction. Service quality might thus be determined by a visitor's overall evaluation of a location based on their experiences and internal sentiments. (Cong, 2016) Tosun et al. (2015) It should be stated unequivocally that service quality refers to the assessment of services delivered and received by tourists at a given destination It should be made clear that service quality refers to the evaluation of services provided to and received by tourists at a particular location. According to Kayat and Abdul Hai (2014), service quality includes an evaluation of facilities in addition to services. Service quality can be defined broadly as a tourist's overall assessment of a destination's services and facilities based on their experience and internal feelings. (Mahadzirah 2019)

Terminal

is the process of stacking and emptying people or goods in a transport terminal or a prepared terminal. (Fah & Kandasamy, 2011). In general, marine terminals are stops or stations for boats and pontoons. In any case,

it should be noted that a marine terminal is not a separate boat station. Marine terminals are simply a section of the port where merchandise and payload can be loaded onto a ferry and discharged when it arrives at the port. (Fah & Kandasamy, 2011). These terminals typically provide some facilities for loading and unloading cargo from ships. (Fah & Kandasamy, 2011). Marine terminals are extremely visible and serve an important purpose in the loading process. (Arof & Awis Khadzi, 2018)

Safety is an essential component of ferry services, and operators must instil in each employee the importance of the component. It is defined as a safety climate in which an individual's perception of safety is affected if management is also committed to the component of safety. (Shan Lu & Shan Yang 2011)

1.8 SUMMARY

The purpose of this research is to examine factor of tourist satisfaction towards ferry services in Langkawi. There are three research question that have been develop which is there any relationship between, service quality, high fares and ferry safety assessment on tourist satisfaction towards ferry services in Langkawi, to achieve three research objective which is to examine relationship between, service quality, high fares and ferry safety assessment in Langkawi. The significance of research in term theoretical and practical perspective. Lastly, the definition of term will be discovered in the last chapter. The next chapter would be discussed the literature review which is about introduction, tourist satisfaction among service quality, high fares, ferry safety, hypotheses, conceptual framework and summar

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The literature reviews on tourists' satisfaction with the ferry service in Langkawi served as the introduction to this chapter. Then comes a description of the conceptual framework and hypotheses. The final chapter of this book will wrap up all of the discussion.

2.2 LITERATURE REVIEW

2.2.1 HISTORY OF TOURIST SATISFACTION

The level of tourist satisfaction is crucial to a destination's long-term existence. enticing destinations. It is well recognized that one of the most important metrics of long-term tourism sustainability is visitor satisfaction. A significant indication of long-term tourism sustainability is generally acknowledged to be visitor satisfaction.. (Gidey & Sharma, 2017). It has the potential to aid in the development of sustainable tourism. (Daud & Rahman, 2011;Razovic, 2013). Tourist satisfaction can determine a tourism company's long- term success. (Gursoy et al., 2007; Razovic, 2013). Tourist satisfaction is an important factor in determining the long-term development of a heritage site's tourism. It reflects the level of service and visitor motivation provided by tourism management.

There are many different methods to conceptualize and define tourism satisfaction. Beard and Ragheb define tourist satisfaction as the degree of positive feeling and awareness developed following engagement in particular leisure activities. Lounsbury and Polik described it as the evaluation of the total tourism experience. Baker and Crompton defined tourist satisfaction as the

experienced after touring. Tourist satisfaction was defined as tourists' evaluation of world heritage tourism.

The customer's overall Satisfaction is defined as an assessment of the service obtained in comparison to the service anticipated. It's crucial to remember that satisfaction also has an emotional component, even though this definition just addresses the cognitive side of it. In the research of (Miguel Jesus Medina-Viruel, 2019)

2.2.2 QUALITY SERVICE

The tourist's assessment of the standard of service delivery performance associated with the travel experience is defined as service quality. (Chen & Tsai, 2007). Recent service quality definitions have expanded to include a visitor's emotional response. Service quality might thus be determined by a visitor's overall evaluation of a location based on their interactions and internal sentiments. (Cong, 2016). The evaluation of services delivered and received by tourists at a given destination is referred to as service quality. Kayat and Abdul Hai (2014) suggest that service quality includes an evaluation of facilities in addition to services. A general definition of service quality is a traveler's evaluation of a destination's amenities and services based on their personal experience and sentiments.

SERVQUAL, The tangible components of services were highlighted by Parasuraman et al.'s (1988) service quality model. SERVQUAL is divided into five categories: tangibles, empathy, dependability, responsiveness, and assurance. Physical structures, tools, and staff appearances are examples of tangibles. Empathy is the ability to comprehend and respond to each customer's requirements specifically. Staff competency and courtesy, as well as their ability to gain trust and confidence, are examples of assurance. (Mahadzirah 2019)

Service quality is the capacity of an organization to meet or beyond client expectations. It is the discrepancy between the customer's perceived and expected level of service. Good service quality will increase a company's profitability by increasing its customer base. (Rauch 2015)

2.2.3 TOURIST SATISFACTION TO HIGH FARES

Langkawi Island, along with a few other places is unquestionably one of the first to be cited when it comes to vacation spots in Malaysia. A few of the factors that make Langkawi a well-liked destination are the range of hotels and the provision of appealing location options for visitor of all-ages. Meanwhile, it appears that tourists, even Malaysians themselves are no longer drawn to Langkawi as of late. Before it became popular, travellers were actually seen to feel more at ease visiting to Thailand, the adjacent country because it was said to be more appealing and affordable. According to tourist, Thailand is one of the most popular travel destinations because of the affordable costs. When the border gates opened last month, Malaysians were seen willing to wait in long lines to travel to nearby nations, which was a positive development for admission into Thailand. Economics instructors have seen the substantial shift in the tendency where people are more at ease visiting abroad than domestically and they regard this as detrimental for the Malaysian economy. The island of Langkawi is currently in a tranquil state, hoping that the high rates being pushed to tourists can be decreased to help the island come back to life.

2.2.4 TOURIST SATISFACTION TO SHIP SAFETY

The rehabilitation of the tourism sector has been somewhat slowed down by a string of events involving stranded passenger ferries in the waters off Kuala Kedah and Kuala Perlis. Imagine that on the 23rd and 28th of October last year, two occurrences occurred within a five-day period as a result of the ferry becoming trapped on a sandbar and the buoy cable becoming entangled in the mouth of Kuala Kedah (Kosmo, 2022). Many tourists are also forced to reconsider visiting Langkawi Island due to the ferry journeys, which have been cut in half compared to the norm of 10 excursions in 2019. In addition, safety on the ferry is also the talk of tourist. This is because they do not care about the safety of passengers. For example, not requiring tourists to wear life jackets. Also, luggage storage is very disorganized. If there is an accident, it will prevent the movement of passengers to get to the emergency door.

2.3 HYPOTHESIS

2.3.1 QUALITY SERVICE FOR TOURIST SATISFACTION

The effectiveness of different leisure service companies, particularly those in the tourist sector, is said to be assessed according to the standard of their level of customer service. Service quality is associated with customer satisfaction in the Greek retail industry as one of the forms of customer satisfaction based on results or processes that reveal that consumer happiness is significantly impacted by and positively correlated with service quality. (Gounaris et al., 2003). Meanwhile In a study on how service quality affects patron satisfaction in Malaysian rural tourism, it was found that patron contentment and service quality are significantly positively correlated. (Osman and Sentosa (2013). Can be strengthened with several previous studies, where service quality has been defined as the extent to which the service

meets the customer's needs or expectations (Lewis and Mitchell, 1990; Dotchin and Oakland, 1994) and service quality as the customer's overall response to the weakness or superiority of a service (Zeithaml et al. 1996). Therefore, Service quality is often conceptualized as the difference between expected service performance and actual perceived service performance and reliability

H1: Quality service has a positive relationship with tourist satisfaction.

2.3.2 HIGH FARE ON TOURIST SATISFACTION

Choosing a daily price is similar to choosing a travel expense. A vacation's market value is determined by its price. As a result, in order to control pricing or inventory availability and optimise revenue growth and profits, vacation operators provide price coordination. This involves management choices that balance supply and demand. (Ugurlu, Cosgun, and Ekinici, 2012). Profit maximisation from ticket sales may increase funding, but it may not meet customers' social needs for a trip. According to a local newspaper article (Bernama, 2018). From an economic standpoint, ferries encourage economic growth by raising land values, encouraging industry tourism, and luring excesses pending (Mittleman, 2018). The primary characteristic of the problem of price optimisation for transportation (ferries) is that different types of transportation consume different amounts of multidimensional capacity. (Bayliss, Currie, Bennell& Martinez Sykora, 2019). Common questions related to ferry service tickets are the correct prices or charges, ticket types, and purchase methods other than the usual counter access that makes it easy for customers to purchase tickets. Destination management's assistance with price coordination enables more effective daily pricing of tourism-related goods, improving overall tourism spending. (Andergassen et al, 2013).

H2: High fares have a positive relationship with tourist satisfaction.

2.3.3 EVALUATION OF FERRY SAFETY ON TOURIST SATISFACTION.

Ferry safety assessment is an approach that has attracted much attention because its goal is to reduce unsafe working conditions and passengers (Shan Lu & Hsing Tseng, 2012). Ferry operators evaluate the three aspects of safety insurance, staff effectiveness, and training which are crucial to the service. Whether a ship is deemed seaworthy to operate depends on its insurance. The ferry service's staff and crew must be capable of running the business and completing the trip safely. Ferry staff members must complete training and pass tests. Ferry accidents can cause major injury to passengers and possibly death because the ferry business and passengers are its primary users and operators, respectively. (Shan Lu & Hsing Tseng, 2012) if both parties do not focus on that thing. Channel News Asia (2019) reported that a fire broke out in the ferry's engine room. Shan Lu and Shan Yang (2011) define it as a safety climate where the perception of safety will affect individuals if the management is also committed to safety components and affect customer satisfaction on individual perceptions of the performance of products or services related to their expectations" (Schiffman & Kanuk, 2004).

H3: Ship safety assessment has a positive relationship with tourist satisfaction.

2.4 CONCEPTUAL FRAMEWORK

Thus, research on tourist satisfaction, it shows a significant relationship between quality service and high fares as well as ship safety assessment. So, the model can be customized as follows:

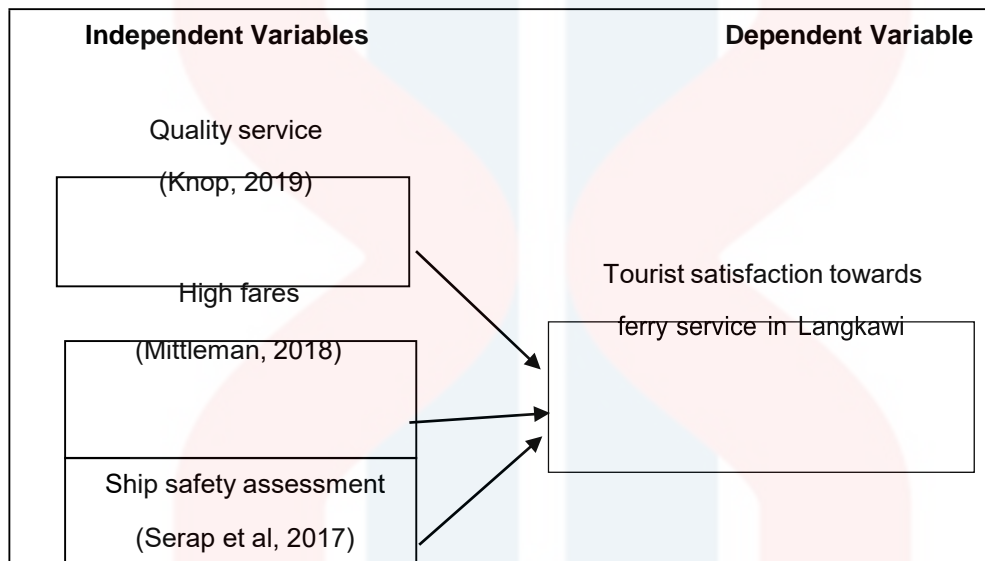


Figure 2.1 Conceptual Framework

2.5 SUMMARY

The literature study that is a contributing factor to tourists' satisfaction with Langkawi ferry services is briefly discussed in this chapter's conclusion. In this chapter, variables are explained in detail. There are three independent variables which are service quality, high fares and ship safety rating and there is one dependent variable which is tourist satisfaction toward ferry services in Langkawi. Then there are three theories that suggest there is a connection between high prices, high service standards, and ship safety ratings and how satisfied tourists are with Langkawi ferry services. The conceptual framework is also explained in detail, and the final section will be a summary. The following chapters will cover the study design, population,

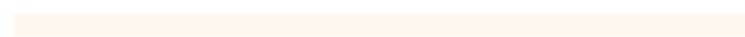
sample size, sampling techniques, data collection methods, research tools, data analysis, and conclusions.



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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The research design, populations, sample size, and sampling procedure are covered in the first section of this chapter. Following this is a process for gathering data that involves research instruments, pilot tests, and data analysis. The chapter's summary will be the last one.

3.2 RESEARCH DESIGN

This research method applied the quantitative approach. Researcher used a survey that conducting through questionnaire. The sample selected for this research consists of tourists aged 18 to 45 who have traveled and used the ferry service in Langkawi. Visitors who have been to Langkawi will share their thoughts on how happy they were with the ferry service there. The research tool in this study, which combined a quantitative and descriptive approach, was a questionnaire. Any organization that wants to expand must use quantitative research design. This survey is made to gather all the data pertinent to the study's goal. There are several possibilities in the questionnaire's demographic section. Respondents are required to choose the determinant choice. In this study, researchers used the Likert scale method for data collection. The degree of tourist satisfaction with the ferry services in Langkawi was measured using a Likert scale. Among the things emphasized are service quality, high fares and ship safety. From 1 strongly disagree to 5 strongly agree are the choices. The most recent version of the Statistical Package for the Social Sciences (SPSS) will be used to analyse all data. A statistical analysis application called SPSS can analyze, transform and create distinct patterns between various data variables. Measurements, central tendency,

standard deviation, and sum of squares are given sufficient consideration in SPSS (Chapman, 2017). After the data from the questionnaire was collected, the conclusion of the study was shared with the respondents.

3.3 POPULATION

A population is a collection of individuals, animals, plants, or study subjects that have certain traits in common for the purposes of gathering and analyzing data. (Puspita, 2020). Common residents are known as 'N'. A total of 1 million tourists visiting Langkawi in 2022 form the population for this study and 384 potential participants form the sample size. This is because they know about the factors that make customers satisfied with ferry services in Langkawi. Langkawi is a suitable place to study customer satisfaction with ferry services because many tourists from home and abroad go to Langkawi using the transport.

The data collection location covers the whole of Malaysia. This demographic was chosen because the respondents who comprised the study population had used the ferry service to travel to Langkawi. The selected respondents consisted of members of the public and students around University Malaysia Kelantan who had traveled to Langkawi. This is due to the fact that the chosen respondents were able to gauge how satisfied they were with the ferry service in Langkawi.

This study examines factors of tourist satisfaction with ferry services in Langkawi. Data is gathered based on surveys of tourists in order to learn more about a vast population. By looking at the quality of ferry transport services, high fares, and ship safety review, the study's population can assist in fulfilling the study's goals. This can measure how satisfied tourists are with the ferry service in Langkawi.

3.4 SAMPLE SIZE

A group of individuals selected from a larger population to serve as the study's sample size. Typically, sample size is abbreviated as “s”. this is referring to research techniques used on sizeable populations (Anvari & Lakens 2021). Tourists make up the study's sample. Tourist satisfaction in Langkawi is the sample used. The number of participants in this study that will be chosen as our sample is 384. We chose Ferry transportation in Langkawi because Langkawi is a tourist hotspot. This ferry is specially prepared for tourists who want to go to Langkawi Island, they have two options either make an advance reservation online for ferry tickets or buy at the counter. In this research, we will determine our sampling size to get respondents. Therefore, our sample size is made up of gender, age and race to answer the questionnaire.

Table 3.2 below is to determine the sample size of a known population.

Table 3.2: Krejcie & Morgan

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

3.5 SAMPLING METHOD

The sample strategy for this inquiry will be non-probability convenience sampling. Convenience sampling methodology enables researchers to choose any accessible respondent of their choice, as opposed to choosing from the entire population (Bhardwaj, 2019). Convenience sampling is employed in this study to cut costs and save time during the data collection phase. Visitors who had been to Langkawi and travelled there by ferry were the ones that responded to the questionnaire. It is possible to complete a questionnaire and generate statistics based on the responses as the number of tourists visiting Langkawi rises.

3.6 DATA COLLECTION PROCEDURE INCLUDING PILOT TEST

Primary data were used to acquire data for this investigation. Primary data are facts that researchers have gathered through tests, surveys, and interviews straight from primary sources. The greatest kind of data for research is primary data, which is typically gathered from the same place where the statistics were first found. In this study, a descriptive quantitative research design is used. The target population, visitors who use the Langkawi ferry service, was gathered using a non-probability convenience sampling method. 384 participants make up the sample size. In order to gather data, the researcher will use a monkey survey to create a questionnaire that will be shared on social media platforms like Twitter, Facebook, WhatsApp, and Instagram. The platform includes several topics brought up by scholars.

3.7 RESEARCH INSTRUMENT

The questionnaire is one of the most often used data collection methods in social science research. A questionnaire's main objective in research is to gather pertinent data in the most accurate and legitimate way feasible. Thus, validity and reliability two key components of research methodology are correctness and consistency in the delivery of surveys and questionnaires. New researchers are frequently perplexed about which validity type to use when testing their research instrument (questionnaire/survey). The validity and reliability of a questionnaire/survey, as well as various types of validity and reliability tests, are investigated and described in this review article.. Research Instrument, Questionnaire, Survey, Survey Validity,

Questionnaire Reliability, Content Validity, Face Validity, Construct Validity, and Criterion Validity were reviewed, as well as the questionnaire/survey's validity and reliability as a crucial research tool. With the intention of enhancing researchers' capabilities and knowledge of survey validity testing, various types of validity were discussed. As previously stated, the questionnaire has four main validity tests: face validity, content validity, construct validity, and criterion validity. (Hamed Taherdoost2016)

The researcher will collect data for this study by using standardised questions, which will be distributed to citizens in Kota Bharu, Kelantan. The question will be straight forward and easy for the respondent to understand. Because a complex question can make the respondent difficult to understand, and the answer will be inaccurate. The standardized items comprise the closed-ended questionnaire used for analysis. To begin with, this method has the benefit of being straightforward and simple to reply to. In comparison to an open-ended questionnaire, the respondents take less time to complete this one.

The researcher will construct questions based on the variable and the Likert scale rating system used in the questionnaire. The researcher chose the Likert scale to assess talent management and job satisfaction in travel agencies. The question is whether even these practises were sufficient to ensure response comparability. Data on Qatari precollege students' attitudes toward science were collected using a forced-choice survey with a 5-point Likert response format. (Ryan, 2018)

Likert form or frequency scales use predefined answer forms, and attitudes or views are assessed. All section uses a 5 point-scale with closed-ended questionnaire. Scale ranging from 1 (strongly disagrees), 2 (disagrees), 3 (neutral), 4 (agree) and last

is 5 (strongly agrees). This Likert scale using in section, section B, section C, section D and section E except section A. It has five parts of the instruments include section A, B, C, D, and also E for this analysis. Section A deals with the respondent's demographic profile, Section B was about examine the relationship between service quality (reliability, assurance, tangible, empathy, responsiveness), Section C examine the relationship between ferry's safety,

TABLE 3.3 : Likert Scale

Five-point Likert scale						
Strongly Disagree	1	2	3	4	5	Strongly Agree
Example:						
Strongly Disagrees (SD)	Disagrees (D)	Neutral (N)	Agrees (A)	Strongly Agrees (SA)		
1	2	3	4	5		

3.8 DATA ANALYSIS

Data analysis is the process of examining records using logic and analytical reasoning to fully investigate all aspects of the information collected or provided. In this study, researchers used SPSS version 28 to examine statistical data analysis (Chapman, 2017). SPSS is a graphical programme that can be used to generate tables for data entry and analysis. It also reduces the time required to calculate data and allows for faster and easier quantitative analysis (Chapman, 2017).

3.8.1 Descriptive Statistics

According to Chapman (2017), descriptive statistics are often used to systematically summarise data by explaining the relationship between variables in a large sample or population. Calculating descriptive statistics is a necessary preparatory step for conducting research and always occurs before generating inferential statistical comparisons. Descriptive statistics include nominal, ordinal, interval, and ratio variables; frequency; a central tendency; dispersion and variation measures; and location. In parts B, C, D, and E, the researcher will use descriptive analysis to explain the amount of agreement. Descriptive analysis helps the researcher efficiently present the data and provides an easier interpretation of the data. Table 3.3 The percentage of respondents who agree or disagree with the statements regarding three independent variables and one dependent variable

Table 3.4: Level of Agree

Scale	Range of Means	Level of Agree
5	4.51 – 5.00	Strongly Agree
4	3.51 – 4.50	Agree
3	2.51 – 2.50	Neutral
2	1.51 – 2.50	Disagree
1	1.0 – 1.50	Strongly Disagree

A mean score with a range of 4.51 to 5.00 represents the greatest and strongest degree of agreement, while a mean score with a range of 3.51 to 4.5 refers to an agreement, and a mean score with a range of 2.51 to 3.50 is neutral. Furthermore, the mean range of 1.5 to 2.50

reflects the level of disagreement. The results strongly disagree when the mean range is between 1.0 and 1.50.

3.8.2 Reliability Test

Reliability testing aims to verify that the programme is dependable, meets the purpose of the analysis under a specified environment for a specified period, and can perform error-free operations. The most commonly used measure of factorial internal reliability is Cronbach's alpha. An Alpha value less than 0.70 indicates unsatisfactory internal consistency and reliability, and an Alpha value greater than 0.70 is acceptable. This study uses reliability to evaluate customer satisfaction with ferry services.

Table 3.5 Rules of thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

According to Table 3.4, when the coefficient range is less than 0.6, it indicates weak strength; when the value is between 0.6 and less than 0.7, it is a strong or moderate association. The strength is good when the reading is 0.7 or less than 0.8. A Cronbach's alpha coefficient range of 0.9 implies excellent strength of association,

while scores between 0.8 and less than 0.9 indicate very strong strength of association.

3.8.3 Correlation Coefficient

Pearson's correlation and coefficient are statistics that quantify the strength of a two-variable linear relationship. Pearson's correlation coefficient (r) is a measure of the degree of correlation between two variables. It has values ranging from -1 to 1, so the closer the value is to 1, the stronger the relationship. In the meantime, the closer the value is to -1, the weaker the relationship between the variables. The correlation coefficient, according to Schober, Boer, and Schwarte (2018), is a single summary number that gives you a good idea of how well one variable is related to another variable.

The relationship between the independent variable and the dependent variable has been established in research. The purpose of the test is to decide whether the coefficient is statistically relevant and to classify whether the research hypothesis should be accepted or rejected. The dependent in this research is tourist satisfaction with ferry services and the independent variables are service quality, high fares, and ship safety.

Data presentation is supported by table and chart illustrations. Table 3.5 shows the objective of this research study, the research question, the scale that will be used, and the use of statistical tests for each one.

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Table 3.6 Rules of thumb about Correlation Coefficient Size

Correlation Range (r)	Strength of Association
0.91 to 1.0 / -0.91 to -0.1	Very Strong
0.71 to 0.90 / -0.70 to -0.90	High
0.41 to 0.70 / -0.41 to -0.70	Moderate
0.21 to 0.40 / -0.21 to -0.41	Small but define relationship
0.01 to 0.20 / -0.01 to -0.20	Slight, almost negligible

3.9 SUMMARY

Finally, this chapter explains how many research methodologies for research are available by presenting the data collection methods used. The study methodology, which includes the study design, population, sample size, sampling method, data collection procedure, study instrument, and data analysis, has been defined by the researcher. In this study, strategies were used to ensure ethical standards and dependability. Tourists who have travelled and used ferry services in Langkawi are the study's target population. The researcher of this study decided to collect data from tourists aged 18 to 45 years old. Non-probability sampling, such as the convenience sampling technique, was used in this study to exclude researchers of various data. Data was gathered in a two-part primary data compilation via a questionnaire survey. The following chapter employs descriptive statistics, reliability tests, Cronbach Alpha, and Pearson correlation analysis. The results of descriptive analysis, reliability test results, correlation coefficients, and results of inference analysis, and a discussion based on the objectives of the study.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

A total of 384 questionnaires were distributed to all individuals who have used the ferry service to Langkawi. and each answered all the questionnaires. This chapter consists five parts which are respondent demographic profile, tourist satisfaction, service quality, ship and safety assessment and high fares. A brief description of the respondents' demographic profile will be provided in the frequency analysis. Using Pearson's correlation test, additional investigation and analysis of the relationship between the variables will be carried out.

4.2 RESPONDENT'S DEMOGRAPHIC PROFILE

Through the online platform, 384 sets of questionnaires in total were distributed. a contextual profile of the respondent is provided in this section. In the meanwhile, this section describes the respondents' background and demographics, including their gender, age, race, and marital status.

Table 4.1 Respondent Demographic Information

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Male	75	19.5
	Female	309	80.5
Race	Malay	349	90.9
	Chinese	18	4.7
	Indian	5	1.3
	others	12	3.1
Marital status	Single	300	78.1
	Married	80	20.8
	Others	4	1.0

Age	Below 20	49	12.8
	21-29	292	76.0
	40-49	41	10.7
	50-59	2	5

Table 4.1 shows 384 profiles of the respondents and the respondents frequency female is 309 which is that consists of 80.5% than male is 75 which is 19.5%. After that, for the race of others gives the lowest frequency which is 1.3%. Next, for marital status. Most of the respondents are single with 78.1%, married respondents only 20.8% of them and others categories is 1.0%. Lastly, for the respondents age, most of them are at the below 20 years old which is 12.8%. The highest frequency respondent is 21-29 years old which is 76%. The lowest frequency respondent is 50-59 years old which is 5%.

4.3 RESULTS OF DESCRIPTIVE ANALYSIS

A statistic known as descriptive analysis can be used to explain trends in the centrality of a variable's 'center' value, expectations, or even the dispersion that exists in the distribution of the variable's response. Even if the values of the central tendency and dispersion measures are not acceptable, it will still calculate. This part has part B as well as part C, part D and part E. Based on the results of the analysis, the researcher compared the mean between the independent variable and the dependent variable for each question in the questionnaire. Answers for respondents in the questionnaire using a 5-point Likert scale which is 1 for "Strongly Disagree", 2 for "Disagree", 3 is "Neutral", 4 is "Agree" and 5 is "Strongly Agree"

4.3.1 Total Mean Score and Standard Deviation for Dependent Variable and Independent Variable

Table 4.2 total mean score and standard deviation for dependent variable and independent variable

Variable	N	Mean	Standard Deviation
Tourist Satisfaction	384	3.9813	0.56961
Service Quality	384	4.0292	0.51381
Ship Safety	384	4.0740	0.53274
High Fares	384	3.8469	0.55439

Based on table 4.2, the highest mean for independent variable is ship safety with a total mean 4.074 (SD = 0.532). This proves that the respondents are confident that concern about ferry safety has a significant impact on the preferences of tourists traveling to Langkawi. After that, the lowest mean value is 3.846 (SD = 0.554) where respondents concur that the fares are excessive is a crucial aspect. Dependent variable which is tourist satisfaction shows a total mean 3.9813 (SD = 0.569). Mean for independent variable which is service quality shows a total mean is 4.0292 (SD = 0.513).

4.3.2 Total Mean Score and Standard Deviation of Tourist Satisfaction

Table 4.3 total mean score and standard deviation of tourist satisfaction

Tourist Satisfaction	N	Mean	Standard Deviation
Tourist will recommend the Langkawi ferry service to other tourists who want to go there	384	3.99	0.654
Tourist overall satisfied with the ferry service provided in Langkawi.	384	3.97	0.625
Tourist will use the ferry service again after this	384	4.01	0.658
Tourists are satisfied with the service provided by the staff.	384	3.96	0.657
Tourists feel comfortable while on the ferry.	384	3.97	0.654

The mean and standard deviation of the dependent variable are shown in Table 4.3. Question 3 yielded the highest mean value in the dependent variable, 4.01 (SD = 0.658), with respondents agreeing that they would use the ferry service again after this. Next is follow by question 1 which is 3.99 (SD = 0.654), question 2 with 3.97 (SD = 0.625). Meanwhile, question 4 has the lowest mean value with 3.96 (SD = 0.657) means the respondent satisfied with the service provided by the staff.

4.3.3 Total Mean Score and Standard Deviation of Service Quality

Table 4.4 Total Mean Score and Standard Deviation of Service Quality

Service Quality	N	Mean	Standard Deviation
The staff on the ferry provide obvious physical facilities and equipment to tourists while they are on board.	384	3.98	0.602
In terms of service reliability, ferry workers deliver the promised service accurately and reliably.	384	4.00	0.594
Ferry service staff consistently offer good response, such as being ready to help tourists immediately	384	4.04	0.586
Ferry service staff in Langkawi are able to provide a good guarantee of tourist confidence and trust in them when using their services.	384	4.07	0.564
Ferry staff are receptive and aware of the needs and concerns of their passengers.	384	4.05	0.594

According to table 4.4, the independent variable for service quality had the highest mean value, which belongs to Question 4, with 4.07 (SD = 0.564), indicating that the respondent agreed Ferry service staff in Langkawi are capable of providing a good guarantee of tourist confidence and

trust when using their services. Question 5 with mean 4.05 (SD = 0.594) which proves that Ferry staff are receptive and aware of the needs and concerns of their passengers. Question 3 which is 4.04 (SD = 0.586) which is the respondent agree with Ferry service staff consistently offer good response, such as being ready to help tourists immediately. After that, the lowest mean value was obtained by question 1 which is 3.98 (SD = 0.602) which is Dissatisfied with the staff on the ferry provide obvious facilities and physical equipment to tourists while they are on the ferry.

4.3.4 Total Mean Score and Standard Deviation of Ship Safety

Table 4.5 Total Mean Score and Standard Deviation of Ship Safety

Ship safety	N	Mean	Standard Deviation
Using the ferry service to Langkawi is safe	384	3.98	0.602
The ferry used have complete safety features	384	4.00	0.594
The crew give a safety briefing	384	4.04	0.586
The crew staff sufficient for enforcement purposes	384	4.07	0.564
The ferry specifications suitable for use as a public transportation	384	4.05	0.594

According to table 4.5, the highest mean value for independent variable of ship safety which is question 4 with 4.07 (SD = 0.564), which means respondent agree that the crew staff sufficient for enforcement purposes. Question 5 with mean 4.05 (SD=0.594) which means the respondent agree with the ferry specifications suitable for use as a public transportation. Next is question 3 with mean value is 4.04 (SD = 0.586) which means respondent agree with the crew give a safety briefing. Question 2 also showed good feedback from respondent the ferry used have complete safety features with mean 4.00 (SD = 0.594). After that, the lowest mean value was obtained by question 1 with 3.98 (SD = 0.602) where the respondent agrees with using the ferry service to Langkawi is safe.

4.3.5 Total Mean Score and Standard Deviation of High Fares.

Table 4.6 total mean score and standard deviation of high fares

High Fares	N	Mean	Standard Deviation
The price of ferry transportation in Langkawi is too high	384	3.85	0.797
The government and authorities need to take steps to control the cost of ferries in Langkawi	384	4.07	0.632
The convenience and comfort when riding the ferry in Langkawi are worth the high fare	384	3.86	0.739
The high fare can guarantee the safety of the passengers.	384	3.64	0.828
Most of the ferries used in Langkawi have a high cost, causing customers to pay a high fare	384	3.82	0.707

Based on table 4.5, the highest mean value for independent variable high fares is question 2 with 4.07 (SD= 0.632), which mean that respondent agree with the statement the government and authorities need to take steps to control the cost of ferries in Langkawi. Next is question 3 with 3.86 (SD= 0.739) meaning that respondent agree with the convenience and comfort when riding the ferry in Langkawi are worth the high fare. Followed by question 1 that respondent also agree with this statement which is the mean value is 3.85 (SD= 0.797). question 5 with mean value 3.82 (SD= 0.707) meaning that the respondent agrees with most of the ferries used in Langkawi have a high cost, causing customers to pay a high fare. Meanwhile, the lowest mean value is question 4 with 3.64 (SD=0.828), showing that respondent agree with the high fare can guarantee the safety of the passengers.

4.4 RESULTS OF RELIABILITY TEST

Table 4.7 Reliability Test

Variable	Number of Items	Reliability Cronbach's Alpha
Tourist Satisfaction	5	0.925
Quality Service	5	0.923
Ship Safety Assesment	5	0.922
High Fares	5	0.800

The findings of the reliability analysis for each variable are presented in Table 4.1. All variables have Cronbach's Alpha coefficient values of 0.800 and above. Tourist satisfaction has the highest Cronbach's Alpha coefficient of 0.925. Cronbach's Alpha coefficient value for service quality is 0.923. While the ship's safety assessment shows the value of Cronbach's Alpha coefficient is 0.922. The last independent variable, which is high fares, showed a Cronbach's Alpha result of 0.800. Therefore, the questionnaire is acceptable and can be used in the study.

4.5 RESULTS OF PEARSON'S CORRELAYION

Table 4.8: Pearson's Correlation between Service Quality, Ship Safety Assesment and High Fares toward Ferry Service in Langkawi.

		Tourist Satisfaction Towards Ferry Service in Langkawi
Service Quality	Pearson Correlation	0.561
	Sig. (2-tailed)	<.001
	N	384
Ship Safety Assesment	Pearson Correlation	0.500
	Sig. (2-tailed)	<.001
	N	384
High Fares	Pearson Correlation	0.550
	Sig. (2-tailed)	<.001
	N	384

H1 : There is a significant relationship between service quality and tourist satisfaction towards ferry service in Langkawi.

Table 4.2 shows that the correlation between service quality and tourist satisfaction with Langkawi ferry services is 0.561, which is considered a moderately positive correlation. Furthermore, considering that the p-value is less than 0.05, service quality has shown a significant positive relationship with tourists' satisfaction with ferry services in Langkawi. Finally, hypothesis H1 is supported.

H2 : There is a significant relationship between ship safety assesment and tourist

satisfaction towards ferry service in Langkawi.

The assessment of ship safety and tourist satisfaction with ferry services in Langkawi with 0.500 also shows a moderate positive correlation. Furthermore, the evaluation of ship safety has shown a significant positive relationship with tourists' satisfaction with ferry services in Langkawi considering that the p value is less than 0.05. In conclusion, hypothesis H2 is supported.

H3 : There is a significant relationship between high fares and tourist satisfaction towards ferry service in Langkawi.

High fares and tourist satisfaction with ferry services in Langkawi show 0.550, which shows a moderate positive correlation. Furthermore, high fares show a positive significant relationship with tourist satisfaction with ferry services in Langkawi considering that the p value is less than 0.05. In conclusion, hypothesis H3 is supported.

4.6 SUMMARY

Overall, this chapter has examined the research methodology in depth. This study used Pearson's correlation test mean, which included respondent demographic profile, tourist satisfaction, service quality, ship and safety assessment, and high fares. The following chapter will present the results of the field data analysis and interpretation of the research findings, as well as discuss the limitations of conducting this research.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will discuss a recapitulation of the study's findings, limitations, and recommendations, followed by the implications of this research, and concluded.

5.2 RECAPITULATIONS OF THE FINDINGS

This study will discuss a recapitulation of the findings from the previous chapter 4 (Results and Discussion), which are based on the study's research objectives, research questions, and hypothesis.

5.2.1 THE RELATIONSHIP BETWEEN SERVICE QUALITY (RELIABILITY, ASSURANCE, TANGIBLE, EMPATHY, RESPONSIVENESS) ON THE TOURIST SATISFACTION TOWARD FERRY SERVICE IN LANGKAWI.

Table 5.1 : Research objective 1 & Research Question 1

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between service quality (reliability, assurance, tangible, empathy, responsiveness) of ferry in Langkawi towards tourist satisfaction.	Is there any relationship between service quality (reliability, assurance, tangible, empathy, responsiveness) of ferry in Langkawi towards tourist satisfaction?
H1: Quality service has a positive relationship with tourist satisfaction	

The previous chapter's hypothesis H1 was reviewed in order to answer research question1. Aside from that, H1 stated that there is a link between ferry service quality (reliability, assurance, tangible, empathy, responsiveness) and tourist satisfaction in Langkawi. From the findings, it shows that quality service has a positive relationship with the tourist satisfaction toward ferry service in Langkawi. It showed that there 0.001 indicated strong positive correlation while the P value is

0.561. Therefore, H1 accepted. Recent service quality definitions have expanded to include a visitor's emotional response. The overall evaluation of a destination by a visitor based on their experiences and internal feelings could then be interpreted as service quality.. (Cong, 2016). The evaluation of services delivered and received by tourists at a given destination is referred to as service quality. Kayat and Abdul Hai (2014) suggest that service quality includes an evaluation of facilities in addition to services.

5.2.2 THE RELATIONSHIP BETWEEN HIGH FARES ON THE TOURIST SATISFACTION TOWARD FERRY SERVICE IN LANGKAWI.

Table 5.2: Research objective 2 & Research Question 2

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between the high fares of ferry in Langkawi towards tourist satisfaction	Is there any relationship between the high fares on the tourist satisfaction toward ferry service in Langkawi?
H2: Quality service has a positive relationship with tourist satisfaction	

The previous chapter's hypothesis H2 was reviewed in order to answer research question 2. Aside from that, H2 stated that there is a link between the high ferry fares in Langkawi and tourist satisfaction. According to the findings, high fares have a positive relationship with tourist satisfaction with Langkawi's ferry service. It showed that there 0.001 indicated strong positive correlation while the P value is 0.561. Therefore, H2 accepted. travellers were actually seen to feel more at ease visiting to Langkawi, the adjacent country because it was said to be more appealing and affordable. According to tourist, Langkawi is one of the most popular travel destinations because of the affordable costs.

5.2.3 THE RELATIONSHIP BETWEEN FERRY SAFETY ON THE TOURIST SATISFACTION TOWARD FERRY SERVICE IN LANGKAWI.

Table 5.3: Research objective 3 & Research Question 3

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between ferry's safety in Langkawi towards tourist satisfaction.	Is there any relationship between the ferry safety assessment on the tourist satisfaction toward ferry service in Langkawi?
H3: Ship safety assessment has a positive relationship with tourist satisfaction.	

The previous chapter's hypothesis H3 was reviewed in order to answer research question 3. Aside from that, H3 stated that there is a link between ferry ship safety assessment in Langkawi and tourist satisfaction. According to the findings, ship safety assessment has a positive relationship with tourist satisfaction with Langkawi ferry service. It was discovered that 0.001 indicated a strong positive correlation, while the P value was 0.500. As a result, H3 agreed.

5.3 LIMITATIONS

Throughout the research, a valuable and significant process for completing the research was observed. Even so, some unavoidable constraints exist in allowing research to proceed as planned. There are some limitations to the current study that must be acknowledged. The time constraint in data collection is the first limitation of this study. The researcher made every effort to reach out to the respondent as soon as possible.

In addition, there is a dearth of respondents. Several respondents declined to participate in the survey. They refuse to share any information or memories from their trip to Langkawi. They are concerned that completing the questionnaire will waste their time. This makes it difficult for researchers to collect survey data. As a result, receiving a sufficient number of responses takes longer. The surveys we distributed via WhatsApp groups and other social media platforms were largely ignored and skipped.

5.4 RECOMMENDATION FOR FUTURE STUDY

Given the study's limitations, a few recommendations for future research were made. To begin, future studies should increase the sample size in order to improve ferry safety. Second, future studies are recommended to provide more information related to ferry services. For example, a study on information about the benefits of ferry services to local residents and visiting tourists and to identify tourists' satisfaction with ferry services. Third, future studies should know other factors that will affect their satisfaction while riding the ferry by organizing more programs that can attract visitors to use the ferry. In general, this study can provide preliminary findings and serve as a foundation for future research on tourist satisfaction with Langkawi's services and facilities.

5.5 SUMMARY

At its best, the ferry service quality, high fares, and ship safety in Langkawi can provide tourists with satisfaction. Spending as much or as little time as you want to get to your desired destination while receiving excellent service can provide you with satisfaction. Tourists are more at ease visiting Langkawi because it is one of the most popular tourist destinations with reasonable prices. Following that, the satisfaction of tourists who take the Langkawi ferry is examined in the context of mass tourism, as well as the problems that tourists face when taking the ferry. Many of the issues stem from the issue of high fares. These obstacles and limitations have made it difficult for tourists to travel by ferry. Finally, this chapter discusses the study's conclusion, which includes an overview of the findings, a discussion of the research questions, which are research questions 1, 2, and 3, implications or contributions, limitations, and recommendations for future research.

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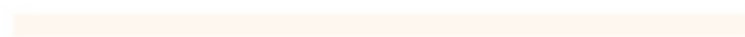
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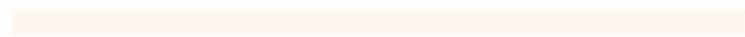
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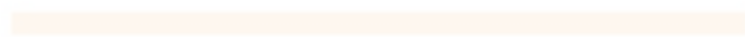
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