Chalet and Resort Guests Expectation and Perception of the Quality Factors Using SERVQUAL Dimension

Muhd Khaizer Omar[1], NorArnie Sazerin Shamsul Azman[2], Rosnani Jusoh[3], Rahimah Jamaludin[4], Suhaida Abdul Kadir[5]

[1,2,3,4,5]*Department of Science and Technical Education, Faculty of Educational Studies, Universiti Putra Malaysia*

Email: khaizer@upm.edu.my

Abstract: This article propagates the guests feedback on tourism experience based on the three major quality factors: service, facility, and location. We employ a descriptive quantitative survey and utilize five dimensions of SERVQUAL to determine guests expectation and perception from lodging experience offered by the chalet and resort entrepreneurs along the beach coast of Pengkalan Balak, Malacca, Malaysia. A total of 152 tourists who stay at five selected chalets and resorts are selected using a random sampling technique for the sample of the study. The results of the analysis indicate that the guest expectation on the service quality, the facility, and the environment is higher compared to guest actual experience during their stay in the designated premises. It is evident that the customer satisfaction level is low and the lodging providers are advised to take proactive measures in ensuring the quality of the service, the facility and the convenience of the location are at the global standard. It is important to note that the findings do not generalize to other lodging facilities, for example, hotel and homestay services. The findings from this study projects and assists chalet and resort entrepreneurs to advocate salient improvement for quality standards which ultimately flourish customer satisfaction level and discern best strategies in promoting the beach coast of Pengkalan Balak to be one of the best coastlines and finest chosen tourism destination in Malaysia.

Keywords: SERVQUAL dimension, chalet and resort, quality, expectation, perception

1. INTRODUCTION

The Malaysian tourism industry has cultivated and recognized for many years and been given wide pecuniary and supports by the government. Despite competitive challenges and attractions impending by countries from promoting and marketing strategy of their tourism destinations, Malaysia emanates with astute approaches to promote highly valued national heritage and share the beauty of this country worldwide. Malaysia is best known as tropical rainforest climate, verisimilitudes natures of flora and fauna with charming groups of islands become one of the forefronts in tourism industries by getting countless tourists from all over the world and globally established as one of the best countries to be visited. For this reason, the tourism industry has become one of the major sources for national income. Based on the growing number of tourists to the country in recent years, it is clear that Malaysia has its own attractions and unique characteristics. The specialties of multi-racial cultures and diversity of the people have become the unique characteristics and essential assets for the country in

making efforts to attract tourists. Hence, the sustainability of the aforementioned traits must be secured and keep as preserved treasures.

The tourism industry has become one of the national agendas to ensure the success of a country's economic growth. Speaking of investment in tourism activities, the influx of foreign tourists from various countries benefit the host in myriad ways. Suppose tourism activities encourage local and international tourists to visit various destinations and embark the promotion for entrepreneurs as well as promoting employment opportunities for community surroundings. The tourism and hospitality industries are in high demands based on the increasing numbers of tourists in Malaysia. The ascend in a number of tourism activities contributes to income generation for the country and prosper country's wealth. Forthwith the respectable image of the country, it is indeed that Malaysia is best known for its strategic location of the southeast Asian region, modern, gorgeous natural ecosystem and advanced transportation services as well as the best food variations.

In 2017, The Malaysian Insight predicted the arrivals of 33.1 million tourists in 2018. This number was doubled compared to 2017. The achievement turned out to be one of the most productive years for the national tourism industry, indicating the increase of attention from global tourists visiting Malaysia. It is impeccably noted that vibrant tourism activities significantly contribute to a positive impact on the national economy and gaining momentum in-line with the encouragement and demands of potential tourists every year. The increase in tourists holiday trip will result in increased demand for accommodation industries which in turn leads to foster competition among lodging service entrepreneurs. In addition to providing the foreign travelers with best accommodation experiences, the globalization and liberalization that have an impact on the economy rely on tourism industry has become one of the sources of generating national income, hence, the quality must be placed at its own class and standard. Likewise, it is evident that the cause of this globalization trend, products and services, especially in the tourism sector, tend to be more challenging as the current market is increasingly competitive (Anitha, 2016; Karatepe, Yorganci, & Haktanir, 2009). Therefore, it is a wide call for tourism industries especially hotel and lodging entrepreneurs to accommodate the tourism amenities and facilities and take this opportunity to outgrow their businesses and perform excellent services.

The research pertaining to quality measurement especially in the lodging industry has been relatively scant and to the best of authors' knowledge, there is no study focusing on chalet and resorts guests' satisfaction. Furthermore, the issue of customer satisfaction has not been seriously emphasized and most lodging entrepreneurs especially in Small and Medium Entrepreneur(SME) community still clueless about customer satisfaction knowledge that can help to expand their businesses. Therefore this article intends to gain guest feedback on tourism experience based on the three major quality factors: service, facility, and the location at selected chalets and resorts in the beach coastline of *Pengkalan Balak*, Malacca. In this article, we propose a guests feedback based on the expectation and perception as quality measures which will further assist entrepreneurs to reflect the outcome and suggest recovery and intervention plan.

2. LITERATURE REVIEW

The term quality has been defined interchangeably based on the studied contexts and research undertaken. Researchers stipulated myriad definitions of quality that it seems to work with the subjects of being studied. For example, Quinn, Lemay, Larsen, and Johnson (2009) regarded quality in the form of service given to the consumer by indicating the ability of an

organization to provide services that meet and exceed customer expectations. Indeed, the word quality is a euphemism for satisfaction as described by Jie and Hasan (2015) claimed that the level of individual satisfaction depended on the facilities provided by the organization that can meet the needs and desires of an individual, justifies the meaning of quality. As a matter of fact, few researchers regard quality in different perspectives for instance on safety and quality of environment (Luo & Lee, 2011), customer satisfaction (Mohd Fauzwadi, Abu Bakar, & Muhammad, 2013), and experience (Banahene, 2017).

Notably, a study from Parasuraman, Zeithaml, and Berry (1988) enunciated that the organization that offers service must definitely focus on the needs, demands and customers' expectations in order to maintain them as loyal customers. An organization performs and distinguishes by how they preserving the quality of service, facility, and environment in their premise. Certainly, quality is the ability to generate customer satisfaction that involves the relationship between product, service, human, process, and the environment in meeting customer specification expectations. Without a doubt, customer feedback is an important indicator in determining the quality of goods or services.

The growth of the tourism industry, which offers accommodation such as chalets and resorts is rapidly growing and penetrates positive competition among entrepreneurs. The lodging business entrepreneurs strive to attract and retain customers as well as ensure the loyalty of customers thus risen their profits and reputation. An organization would be able to survive and strife if they know how to make customer's happy with the service. Omar, Ariffin, and Ahmad (2016) added that customer satisfaction is prerequisite for business owners to retain customer loyalty towards a business.

Tourism activities are affluent opportunities for entrepreneurs to strategize effective marketing strategies. Despite having a good plan on promotions and good selling points, entrepreneurs must conserve customer satisfaction as a rule of thumb for service industries. As simple as the customer pay for the service, it is vital to ensure they contented with the service provided. Attached to customer satisfactory elements is the business strategy that attracts customers and foster loyalty from excellent services, up-to-date facilities and attractive location (Mohd Fauzwadi, Abu Bakar,& Muhammad 2013). In fact, the goal of a business is to gain and retain customer loyalty (Agarwala, Mishra, & Singh, 2019). Now, equipped with sophisticated infrastructures and facilities can forthwith the satisfactory elements. While sustaining and perceiving customer satisfaction, the entrepreneurs will enjoy free publicity from local or international tourists based on their amazing and rewarding experience.

This article regards quality as expectations and perceptions of three different categories: service, facility, and location by determining consumer overall experiences. It may seem incongruous with aforementioned definitions portray by scholars, however, the researcher concludes that the SERVQUAL model by Parasuraman, Berry, and Zeithaml (1988) briefly outlined the quality is determined by the true expectation and experience of the matter. As such, Banahene (2017) also depicted the SERVQUAL measures to the quality of service where there were an initial impression and real experience encounter by consumers. This notion also supported by Abili, Mokhtarian and Rashidi (2011) stated that SERVQUAL was a way to measure overall qualities or excellency based on customer perceptions rather than experiences. Therefore, it is safe to conclude that quality can be measured from experience perspectives established from the consumers' expectation and perception.

The SERVQUAL Model

The SERVQUAL measurement model is an imperative model to measure service quality. This model was developed by Parasuraman, Berry, and Zeithaml in 1988 to measure the perception of service quality in marketing and continuously be used in other fields since then. The SERVQUAL model aims to identify potential gaps between the expectations of both internal and external customers feedback. The assessment on the quality of services, quality of facilities and environmental qualities was utilized in this study by adopting the SERVQUAL concept. The five dimensions as stated in figure 1 are the most valued determinant factors in understanding customer satisfaction specifically in the tourism field. A number of studies employed the SERVQUAL model (see Khader & Madhavi, 2017; Wirtz, Mory,& Piehler, 2011) propagated different findings with various contexts of the subject matter.

It is noteworthy to state the definitions from the preceding researchers. Khader and Madhavi (2017) extended their work and introduced SERVQUAL as the overall judgment of customers opinion between expectations and perceived services. Whereas Wirtz, Mory, and Piehler (2011) published a blueprint and concluded SERVQUAL as a practical quality measurement tool for services, perceived as a comparison between the perception on service delivery processes and the actual outcomes from the provided services. The above definition is consistent with the objective of this study which indicates the expectation and perception as determinants to measure the service quality.
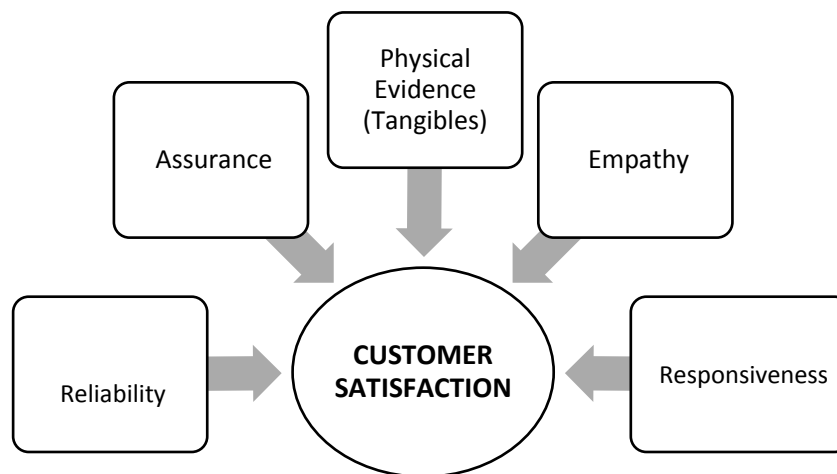

Figure 1. SERVQUAL Model of Consumer Satisfaction by Parasuraman, Berry, and Zeithaml (1988)

The topic of service quality is one of the most favorable areas among researchers. The researcher to date has tended to focus on myriad ways of measuring quality, however, often missing in Malaysian tourism research context. As far as we know, the way on measuring the quality especially entrepreneurs who involved in SME industries somehow limited. Therefore, to increase the validity of the expected results, we employ Parasuraman (1985) scale on measuring the relationship between expected service and perceived service, explained as follows. As this difference increases, the ideal service quality is apprehensible.

- If Expected Service > Perceived Service, perceived quality is not satisfactory
- If Expected Service = Perceived Service, perceived quality is satisfactory
- If Expected Service < Perceived Service, perceived quality is satisfactory

Previous studies have primarily concentrated on five dimensions as stated in the SERVQUAL model (see Abdullah et al., 2012; Zeithaml, Bitner,& Gremler 2003). There was a consensus among researchers that the impacts of understanding each dimension to measure quality is significant. For example, physical evidence (tangibles) as a prerequisite to enhance the image of the organization. Particularly, this dimension demonstrates the significance of service quality in one organization. They also noted the role of reliability dimension as a measurement factor to ensure the organization is able to perform the service at the required standard and maintain the excellence of the quality provided. As highlighted, the reliability dimension is the level of confidence the customer feels about the services provided the organization and they portray certainty that the organization able to meet their expectation.

On another note, Zeithaml, Bitner, and Gremler (2003) regard responsiveness as organization efforts to assist the customer and serve immediate action. Furthermore, the responsive dimension is an organization's efforts and attitude towards a solution without any delay and restraint while providing necessary services. Following other dimensions, Abdullah et al. (2012) discussed the assurance as a courtesy of employees, and the ability to gain customer trusts and confidence. The guarantee dimension, at the same time, influences customers with the confidence of getting the service and promotion being offered by the organization. Finally, empathy refers to the attitude and considerate efforts depict by the organization in providing services to customers. Despite explaining each dimension description, however, few reports have been found so far using the five dimensions of SERVQUAL model in Malaysian context and we thought it was worth effort to deliberate on research application especially in the tourism industry.

3. METHODOLOGY

We utilized a descriptive quantitative survey for this study. A self-administered questionnaire booklet was distributed to 152 adults consumers who residing in five different chalets and resorts along the *Pengkalan Balak*, Melaka beaches. This location was chosen mainly due to tourism attractions and physical proximities to the coastline. This area is gaining prominence attention and worth to be selected for the current study subsequently assist surrounding communities to enlighten and promote the localities. A random sampling technique was employed to select the respondent of the study and verbal consent from the walked-in tourist was obtained. The instrumentation was replicated from the SERVQUAL's five dimensions which were accessible online. The questionnaire consisted of three sections: (A) demographic background of respondents, (B) expectation and the actual experience of three quality factors: service, facility and location and (C) level of satisfaction. The Likert Scale is as listed: Very Dissatisfied (VD), Dissatisfied (D), Somewhat Dissatisfied (SD), Satisfied (S), and Strongly Satisfied (SS) was employed for section B and C. However, for the purpose of this article, we discussed findings from section A and B. An expert validation and a pilot study were employed to measure the validity of each item contained in the questionnaire booklet. The pilot study was conducted among selected customers who were staying at the designated resort and chalet involving 30 respondents prior to the actual study. The value of α from the pilot study plotted at .948. All the data and information obtained from the questionnaire were analyzed using the SPSS software version 22.

Research Findings

Table 1 presented the demographic findings of the respondents who participated in the study. The total number of respondents was 152. Some items were not answered due to enclosure and request from the respondents.

Item		Frequency	%
Gender	Male	60	39.5
	Female	90	59.2
Age	<20	12	7.9
	21-30	92	60.5
	31-40	25	16.4
	41-50	15	9.9
	>50	8	5.3
Race	Malay	150	98.7
	Chinese	2	1.3
	Indian	0	0
	Others	0	0
Localities	Peninsular Malaysia West Malaysia	150	98.7
	Sabah & Sarawak	2	1.3
Type of Residency	Chalet	59	38.8
	Resort	93	61.2
Frequency of Visit	First time	81	53.3
	2-4 times	50	32.9
	5 times or more	21	13.8

Table 1. Demographic findings of the respondents

Service Quality Descriptive Analysis According To Expectation And Perception

Overall, the total of the mean value for the quality of expected service and perception of chalet and resort guests numbered at (3.89) and (3.71) respectively. It was apparent from Table 2 that the perception was lowered than the expectation of the guest concerning the quality of the service. The division for five dimensions was quite revealing that the mean for actual experience was exhibited lower than expectation: mean for physical evidence (4.16) (3.60), mean for reliability (4.19 (3.88), mean for responsiveness (4.19), (4.03), mean for assurance (4.24), (4.12) and mean for empathy (4.17), (3.96).

The quality of service based on the physical evidence was derived from the statement (A7) "the image of the receptionist at the front desk is delightful" indicated 25 (16.3%) were somewhat dissatisfied, 64 respondents (41.6%) were satisfied and 59 respondents (38.6%) were strongly satisfied. On the other hand, customer perception revealed that 53 respondents

(34.6%) were somewhat dissatisfied, 55 (35.3%) were satisfied and 30 (19.6%) were strongly satisfied. Mean for expectation plotted at (4.16) compared to perception (3.60). The difference in mean score for expectation was higher than the perception.

The second statement from the reliability dimension was (A2) "efficient room management processes". The result denoted that 23 respondents (15.1%) were expected somewhat dissatisfied, 77 (50.7%) were satisfied and 50 (32.9%) were strongly satisfied with the statement. For the perception, customer regarded the management process as 25 respondent (16.4%) were somewhat dissatisfied, 82 (53.9%) were satisfied and 40 (26.3%) were strongly satisfied. The expectation from the customer was found (4.15) slightly higher as compared to perception, (4.03) for this particular measurement.

Furthermore, the statement from the reliability dimension (A4) "has a good service" indicated the expectation from customer displayed that 23 respondents (15.1%) somewhat dissatisfied, 63 respondents (41.4%) were satisfied and 66 respondents were strongly satisfied(43.4%). While for the perception from the guest demonstrated that 26 respondents (17.1%) were somewhat dissatisfied, 76 respondents (50.0%) were satisfied and 44 (28.9%) were strongly satisfied with the services. Again, the expectation for reliability dimension was higher with the mean score of (4.28) compared to perception (4.16).

Another statement from the reliability dimension was (A5) "excellent customer service at the front desk counter". The result of the expectation of the respondents exhibited 21 (13.7%) were somewhat dissatisfied, 71 (46.4%) were satisfied and 55 (35.9%) were strongly satisfied. Whereas the perception from the guests showed 58 (37.9%) were somewhat dissatisfied, 51 (33.3%) were satisfied and 29 (19.0%) were strongly satisfied. From these findings, it was apparent that the score means for expectation was higher (4.16) than the guest perception (3.63).

The next dimension was responsiveness. According to the statement (A1) "customer-friendly employees", 20 (13.2%) of the respondents indicated somewhat dissatisfied, 74 (48.7%) satisfied and 57 (37.5%) strongly satisfied. Whilst, the perception showed that 27 respondents (17.8%) were somewhat dissatisfied, 70 (46.1%) were satisfied and 53 (34.9%) were strongly satisfied with the above statement. It was also shown that the expectation was slightly greater (4.23) than the perception (4.14).

Furthermore, the statement from the same dimension (A6) "the management constantly renew the damaged equipment from time to time" also indicated that the mean score for expectation was higher (4.12) than the perception (3.80). As many as 35 respondents (23.0%) expected somewhat dissatisfied, 64 (42.1%) satisfied and 53 (34.9%) strongly satisfied. While 35 respondents (23.0%) were somewhat dissatisfied, 64 (42.1%) were satisfied and 38 (25.0%) were strongly satisfied when it comes to customers perception. The total mean score for expectation was indicated higher (4.12) than the perception (3.80).

The seventh statement in measuring the quality of the service specified on the responsiveness dimension was (A9) "efficient food services". The result demonstrated that the expectation of the statement numbered at 22 respondents (14.5%) somewhat dissatisfied, 70 (46.1%) satisfied and 60 (39.5%) strongly satisfied. The actual experience was computed at 17 respondents (11.2%) were somewhat dissatisfied, 71 (46.7%) were satisfied and 57 (37.5%) were strongly satisfied. Mean score for guest expectation was slightly higher (4.25) than their perception (4.16).

One of the important dimensions measured in the SERVQUAL model was assurance. On the basis of assurance, a statement (A3) of "I feel safe during my vacation" was asked. The result showed that the expectation of the customer from the statement numbered at 72 respondents (47.4%) was satisfied and 67 (44.1%) were strongly satisfied. It is interesting to note that, no respondents indicated the somewhat dissatisfied and lower scale from the Likert for expectation. However, the actual experience indicated 11 respondents (7.2%) were somewhat dissatisfied, 73 (48.0%) were satisfied and 60 (39.5%) were strongly satisfied. The total mean score for expectation and perception was (4.43) and (4.21) respectively.

The (A8) statement was "the staffs have sufficient knowledge about the surrounding area" From the assurance aspect, the guest expectation according to the statement was at 31 respondents (20.4%) regarded somewhat dissatisfied, 68 respondents (44.7%) were satisfied and 53 respondents (34.9%) strongly satisfied. The actual experience indicated 27 respondents (17.8%) were somewhat dissatisfied, 72 (47.4%) were satisfied and 46 (30.3%) were strongly satisfied. The expectation of customer was slightly higher (4.14) compared to perception (4.03).

The final dimension to measure the service quality was empathy. Thus, a statement of (A10) "staff always alert and pay attention to customers' needs" was asked. The result demonstrated that the guest expectation plotted 28 respondents (18.4%) were somewhat dissatisfied, 67 respondents (44.1%) were satisfied and 53 respondents (34.9%) were strongly satisfied. While the result from customer perception indicated 4 (2.6%) were dissatisfied, 28 (28.0%) were somewhat dissatisfied, 64 (42.1%) were satisfied and 38 (25.0%) were strongly satisfied. Based on the total mean score, the expectation was slightly higher than and the customer perception with (4.17) and (3.96) respectively. Table 2 illustrates the result of the service quality according to the SERVQUAL dimension.

DIMENSION	EXPECTATION							PERCEPTION						
	FREQUENCY (n) (%)					M	S.D.	FREQUENCY (n) (%)					M	S.D.
	VD	D	SD	S	SS			VD	D	SD	S	SS		
PHYSICAL EVIDENCE A7 The image of the receptionist at the front desk is delightful	1 .7	3 2.0	25 16.3	64 41.8	59 38.6	4.16	.817	4 2.6	11 7.2	53 34.6	55 35.3	30 19.6	3.60	.958
TOTAL						**4.16**	**.817**						**3.60**	**.958**
RELIABILITY A2 Efficient room management processes	0 0	2 1.5	23 15.1	77 50.7	50 32.9	4.15	.717	1 .7	4 2.6	25 16.3	82 53.9	40 26.3	4.03	.772
A4 Have a good service	0 0	0 0	23 15.1	63 41.4	66 43.4	4.28	.713	0 0	6 3.9	26 17.1	76 50.0	44 28.9	4.04	.788
A5 Excellent customer service at the front desk counter	0 0	5 3.3	21 13.7	71 46.4	55 35.9	4.16	.781	4 2.6	10 6.5	58 37.9	51 33.3	29 19.0	3.63	.968
TOTAL						**4.19**	**.636**						**3.88**	**.685**
RESPONSIVENESS A1 Customer friendly employees	0 0	1 .7	20 13.2	74 48.7	57 37.5	4.23	.695	0 0	2 1.3	27 17.8	70 46.1	53 34.9	4.14	.749
A6 The management constantly renew and repair the damaged facilities from time to time.	0 0	0 0	35 23.0	64 42.1	53 34.9	4.12	.754	4 2.6	11 7.2	35 23.0	64 42.1	38 25.0	3.80	.986
A9 Efficient food services	0 0	0 0	22 14.5	70 46.1	60 39.5	4.25	.693	1 .7	6 3.9	17 11.2	71 46.7	57 37.5	4.16	.825
TOTAL						**4.19**	**.574**						**4.03**	**.685**
ASSURANCE A3 I feel safe during my vacation	0 0	1 .7	12 7.9	72 47.4	67 44.1	4.43	.654	1 .7	7 4.6	11 7.2	73 48.0	60 39.5	4.21	.819

A8 The staffs have sufficient knowledge about the surrounding area.	0 0	0 0	31 20.4	68 44.7	53 34.9	4.14	.732	0 0	7 4.6	27 17.8	72 47.4	46 30.3	4.03	.817
TOTAL						**4.24**	**.598**						**4.12**	**.695**
EMPATHY A10 Staff always alert and pay attention to customers' needs	0 0	1 .7	28 18.4	67 44.1	56 36.8	4.17	.744	4 2.6	9 5.9	21 13.8	73 48.0	45 29.6	3.96	.955
TOTAL						**4.17**	**.744**						**3.96**	**.955**
TOTAL MEAN SCORE MEAN GAP	0.27					**4.17**							**3.90**	

Table 2. SERVQUAL attributes for quality of service

Quality Of The Facility Descriptive Analysis According To Expectation And Perception
Table 3 demonstrates the results of guest expectation and perception of the quality of the facility provided by the chalets and resorts entrepreneurs. It was apparent from the table that the total mean score for expectation was higher (4.17) than the perception (3.90). The researcher explored further the analysis on the dimension and found that all the dimension: physical evidence, reliability, responsiveness, assurance, and empathy for expectation were scored higher than the actual experience (4.15, 3.98), (4.16, 3.88), (4.15, 3.84), (4.18, 3.72), and (4.25, 4.00) consecutively.

The quality of the facility based on physical evidence dimension was measured based on the following statement (B1) "ample space for dining". The result from the expectation showed 30 respondents (19.7%) were somewhat dissatisfied, 57 respondents (19.7%) were satisfied and 65 (42.7%) were strongly satisfied. The perception described 26 respondents (17.1%) were somewhat dissatisfied, 69 (45.4%) were satisfied and 56 (36.8%) were strongly satisfied. The total mean score for expectation and perception was (4.23) and (4.18) respectively.

On another note, the second statement (B2) "ample space for waiting area during check-in and check-out process" was asked to measure the physical evidence on the premises. The results demonstrated that 29 respondents (19.0%) were somewhat dissatisfied, 74 (48.4%) were satisfied and 49 (32.0%) were strongly satisfied when it comes to expectation. For the guest perception, 11 (7.2%) were indicating dissatisfied, 41 (226.8%) somewhat dissatisfied, 49 (32.0%) were satisfied and 49 (32.0%) were strongly satisfied. The mean score for expectation was greater than the perception (4.13) and (3.81).

The final statement to measure physical evidence dimension is (B10) "adequate Auto Teller Machine (ATM) facility". A total of 35 respondents (22.9%) were expected somewhat dissatisfied, 62 (40.5%) were satisfied and 54 (35.3%) were strongly satisfied. While the guest perception indicated 10 respondents (6.5%) were dissatisfied, 34 respondents (22.2%) were somewhat dissatisfied, 53 (34.6%) were satisfied and 53 (34.6%) were strongly satisfied. Again, the total mean score for expectation (4.11) remained higher as compared to actual experience (3.95).

To measure the reliability dimension, a statement (B3) of "I can rent bicycles, and motorcycles for sight-seeing" was developed. The result showed that the overall mean score for expectation was higher than the perception(4.05) and (3.87). The division of the percentage was reported as stated: for guest expectation, (26.8%) of respondents indicating somewhat dissatisfied, 56 (36.6%) satisfied and 53 (34.6%) were strongly satisfied. Whereas for guest perception, 51 (33.3%) were somewhat dissatisfied, 44 (28.8%) were satisfied and 46 (30.1%) were strongly satisfied.

The (B5) statement portrayed "facilities (pantry, telephone, air conditioning, etc.) work well". The expectation for the guest numbered at 29 (19.0%) somewhat dissatisfied, 69 (45.1%) satisfied and 54 (35.3%) were strongly satisfied with the statement. Meanwhile, the perception of guest indicated 45 (29.4%) was somewhat satisfied, 46 (30.1%) were satisfied and 48 (31.4%) were strongly satisfied. The finding was consistent with prior statements, which expectation was representing higher than the perception (4.16) and (3.84).

The statement (B7) "there are many restaurants serve local food" was asked to measure the reliability dimension. It was noted from the descriptive analysis that the total mean score for expectation was indicated higher than the perception (4.29) and (3.95). The guest expectation was plotted at 28 (18.4%) somewhat dissatisfied, 52 (34.2%) satisfied, and 72 (47.4%) strongly satisfied. Meanwhile, the guest perception was quite revealing. It is interestingly to highlight that 2 (1.3%) were strongly dissatisfied, 10 (6.6%) dissatisfied, 34 (22.2) somewhat dissatisfied from the feedback. Following these findings, scale on satisfied and strongly satisfied shared the equal number of respondents with 53 (34.9%) for perception were reported.

The result on the responsiveness dimension was in-lined of earlier dimension perceiving on quality of facility factor that the total mean score of expectation remained higher (4.18) than the perception (3.72). The statement B(8) of "public toilets are sufficient and cleaned "indicated the guest expectation numbered at 29 respondents (19.0%) regarded somewhat dissatisfied, 64 respondents (41.8%) were satisfied, 58 respondents (37.9%) were strongly satisfied. The perception, on the other hand, demonstrated 16 (10.5%) of the respondents were dissatisfied, 38 (25.0%) were somewhat dissatisfied, 63 (41.1%) were satisfied and 33 (21.7%) were strongly satisfied.

It was quite revealing from the two statements (B4) and (B6) posted under assurance dimension, "trekking, camping, and backpacking activities are provided" and "telephone lines and internet are fast and accessible ". Both statements produced a higher total mean score for expectation compared to perception (4.13), (3.89) and (4.18), (3.74) respectively. Derived from the statement B4, the result indicated that expectation was 34 respondents (22.4%) were somewhat dissatisfied, 64 respondents (42.1%) were satisfied and 54 (35.5%) were strongly satisfied. A total of 40 respondents (26.1%) regarded somewhat dissatisfied, 50 (32.7%) were satisfied and 50 (32.7%) were strongly satisfied for perception. In addition, the expectation of

assurance was deployed from statement B6 revealed that 33 (21.7%) of the respondents regarded somewhat dissatisfied, 59 (38.8%) were satisfied and 60 (39.5%) were strongly satisfied. Whereas the perception of guest showed that 37 respondents (24.3%) were somewhat dissatisfied, 60 (39.5%) were satisfied and 38 (25.0%) were strongly satisfied.

Last but not least, the empathy dimension from the statement (B9) " reasonable price for food" indicated that the expectation of guest numbered at 32(21.1%) was somewhat dissatisfied, followed by 50 respondents (32.9%) who were satisfied and 70 (46.1%) were strongly satisfied. The perception of the customers totaled at 36 respondents (23.7%) were somewhat dissatisfied, 55 (36.2%) were satisfied and 53 (34.9%) were strongly satisfied for the particular aspect.

DIMENSION	EXPECTATION							PERCEPTION						
	FREQUENCY (n) (%)					M	S. D.	FREQUENCY (n) (%)					M	S. D.
	V D	D	SD	S	SS			V D	D	SD	S	SS		
PHYSICAL EVIDENCE B1 Ample space for dining	0 0	0 0	30 19.7	57 37.5	65 42.8	4.23	.759	0 0	1 .7	26 17.1	69 45.4	56 36.8	4.18	.732
B2 Ample space for waiting area during check-in and check-out process	0 0	0 0	29 19.1	74 48.7	49 32.2	4.13	.706	2 1.3	11 7.2	41 26.8	49 32.0	49 32.0	3.81	.982
B10 Adequate Auto Teller Machine (ATM) facility	0 0	1 .7	35 22.9	62 40.5	54 35.3	4.11	.777	2 1.3	10 6.5	34 22.2	53 34.6	53 34.6	3.95	.979
TOTAL						4.16	.590						3.98	.761
RELIABILITY B3 I can rent bicycles, and motorcycles for sightseeing	0 0	2 1.3	41 27.0	56 36.8	53 54.9	4.05	.820	2 1.3	9 5.9	51 33.3	44 28.8	46 30.1	3.83	.995
B5 Facilities (pantry, telephone, air conditioning, etc.) work well.	0 0	0 0	29 19.0	69 45.1	54 35.3	4.16	.723	2 1.3	11 7.2	45 29.4	46 30.1	48 31.4	3.84	1.000
B7 There are	0	0	28	52	72	4.2	.76	2	10	34	53	53	3.9	.979

Attribute	1	2	3	4	5	Mean	SD	1	2	3	4	5	Mean	SD
many restaurants serve local food.	0	0	18.4	34.2	47.4	9	0	1.3	6.6	22.2	34.9	34.9	5	
TOTAL						**4.16**	**.630**						**3.88**	**,952**
RESPONSIVENESS B8 Public toilets are sufficient and cleaned	0 0	1 .7	29 19.1	64 42.1	58 38.2	4.18	.764	2 1.3	16 10.5	38 25.0	63 41.1	33 21.7	3.72	.966
TOTAL						**4.18**	**.764**						**3.72**	**.966**
ASSURANCE B4 Trekking, camping, and backpacking activities are provided	0 0	0 0	34 22.4	64 42.1	54 35.5	4.13	.752	2 1.3	10 6.6	40 26.1	50 32.7	50 32.7	3.89	.984
B6 telephone lines and the Internet are fast and accessible	0 0	0 0	33 21.7	59 38.8	60 39.5	4.18	.764	7 4.6	10 6.6	37 24.3	60 39.5	38 25.0	3.80	.963
TOTAL						**4.15**	**.654**						**3.84**	**.922**
EMPATHY B9 Reasonable price for food	0 0	0 0	32 21.1	50 32.7	70 46.1	4.25	.783	1 .7	7 4.6	36 23.7	55 36.2	53 34.9	4.00	.913
TOTAL						**4.25**	**7.83**						**4.00**	**.913**
TOTAL MEAN MEAN GAP	0.27					**4.17**	**.565**						**3.90**	**.782**

Table 3. SERVQUAL attributes for quality of facility

Quality Of The Location Descriptive Analysis According To Expectation And Perception

The result of the present study provides evidence on location factor as quality measurement. Consistent with the quality of the service and facility provided by the chalet and resort entrepreneurs, we found that the total score means for the quality of the location from guest expectation was higher (4.29) than their perception(4.05). The difference according to the five dimensions as discussed: the total mean score for physical evidence of the expectation and perception was (4.28) and (4.22), the reliability dimension (4.14) and (3.73), the responsiveness dimension (4.28) and (4.08), the assurance(4.28) and (4.09), and the empathy (4.29) and (4.05) accordingly.

The division of the results according to statements for each dimension is as examined. For physical evidence, the expectation of guest based on the statement (C2) " adequate restaurant provides local food ", indicated 21 respondents (13.7%) replied somewhat dissatisfied with the statement, 67 respondents (44.1%) were satisfied and 64 (42.1%) were strongly satisfied. The perception from the guest, described 26 respondents (17.1%) were somewhat dissatisfied, 60 (39.5%) were satisfied and 64 (42.1%) were strongly satisfied.

Following the statement from the reliability dimension (C3) "I had the opportunity to visit the historical area " indicated that 28 respondents (18.4%) were somewhat dissatisfied, 59 (38.6%) were satisfied and 65 (42.2%) were strongly satisfied with the statement. The perception of the guest, however, indicated 38 respondents (25.0%) were somewhat dissatisfied, 58 respondents (38.2%) were satisfied and 45 (29.6%) were strongly satisfied. The expectation of the guest scored at (4.24) compared to perception (3.87).

"I had the opportunity to visit the ethnic minorities (i.e., Baba Nyonya, Minang, Portuguese and Chetti) was a statement (C4) developed to measure reliability dimension. The results from the expectation from 152 feedbacks showed that 35 respondents (22.8%) were somewhat dissatisfied, 60 (39.2%) were satisfied and 57 (37.3%) were strongly satisfied with the statement. The perception of the customers plotted at 62 (40.8%) was somewhat dissatisfied, 41 (27.0%) were satisfied and 47 (30.9%) were strongly satisfied. The total mean score for expectation and perception conclusively was (4.14) and (3.87).

The following statement was (C5), "I able to visit handicraft sites" indicating the expectation of the guest. Of 152 respondents, 38 respondents (24.8%) were somewhat dissatisfied, 59 respondents (38.9%) were satisfied and 55 (35.9%) strongly satisfied. The perception of the guests suggested that 57 (37.5%) were somewhat dissatisfied, 47 (30.9%) were satisfied and 28 (18.4%) were strongly satisfied. The calculation of the total mean score of expectation was higher (4.11) than the perception (3.51).

The statement (C6) "I had the opportunity to watch multi-cultural art events, for example, *Dondang Sayang*" was asked. The result demonstrated that the guest expectation from the statement was 35 respondents (22.9%) somewhat dissatisfied, 64 respondents (41.8%) satisfied and 52 respondents (34.0%) strongly satisfied. The perception of the guest, on the other hand, indicated 64 (42.1%) somewhat dissatisfied, 38 (25.0%) satisfied and 40 (26.3%) strongly satisfied. The result also exhibited that the total mean score for expectation was higher (4.10) compared to perception (3.70) indicating substantial difference for both aspects.

Furthermore, the dimension of responsiveness was deployed from statement (C7), "employees always assist customers who are in the midst of being bullied by beggars". The result demonstrated guest expectation from above statement indicating as many as 23 respondents (11.9%) claimed somewhat dissatisfied, 64 respondents (32.2%) were satisfied and 65 respondents 33.7%) were strongly satisfied. While the perception of the guest reported 37 respondents (19.2%) were somewhat dissatisfied, 59 (30.6%) were satisfied and 54 (28.0%) were strongly satisfied. The total mean for expectation and perception was indicated at (4.28) and (4.08) consecutively.

The result of the numerical calculation indicated that the total mean score for expectation (4.23) was by far the highest indifference compared to perception (2.60) for assurance. The statement (C1) "local condition and climate are convenient" depicted the expectation of guest numbered at 26% (17.0%) somewhat dissatisfied, 65 (42.8%) satisfied and 61 (39.9%)

strongly satisfied. However, for the perception, the result showed that 24 respondents (15.8%) were somewhat dissatisfied, 67 (44.1%) were satisfied and 59 (38.8%) were strongly satisfied.

Based on the statement (C8), "less noise pollution produced by vehicles and human" implied that 28 guests (18.4%) pointed out somewhat dissatisfied, 63 (41.4%) satisfied and 61 (40.1%) strongly satisfied. While the perception of guest specified 29 respondents (19.1%) somewhat dissatisfied, 68 respondents (44.7%) were satisfied 53 respondents (34.9%) were strongly satisfied. It was found that the total mean score for expectation was higher (4.22) than guest perception (4.13).

The element for assurance dimension was studied based on the following statement (C9) "no unpleasant odor" pointed that the expectation of the guest from 152 respondents indicated that 25 respondents (16.4%) were somewhat dissatisfied, 63 (41.%) were satisfied and 64 (42.1%) were strongly satisfied. Meanwhile, for the guest perception, it was reported that 39 respondents (25.5%) were somewhat dissatisfied, 63 respondents (41.1%) satisfied and 47 (30.7%) were strongly satisfied. The total mean for expectation as compared to experience was (4.26) and (4.00) respectively.

Finally, the result of empathy was descriptively investigated from the total mean score based on the following statement (C10) "cleaned and fast flow water meet customers' needs". Based on the result, it was noted that the expectation of the guest numbered at 25 respondents (16.24%) indicated somewhat dissatisfied, 58 respondents (38.2%) satisfied, and 69 (45.4%) strongly satisfied. Conversely, the perception of the guest showed that 38 respondents (25.0%) were somewhat dissatisfied, 61 (40.1%) were satisfied and 51 (33.6%) were strongly satisfied. The total score means revealed that the expectation remains higher as compared to perception (4.29) and (4.05).

DIMENSION	EXPECTATION							PERCEPTION						
	FREQUENCY (n) (%)					M	S. D.	FREQUENCY(n) (%)					M	S. D.
	VD	D	SD	S	SS			VD	D	SD	S	SS		
PHYSICAL EVIDENCE C2 Adequate restaurant provides local food	0 0	0 0	21 13.7	67 44.1	64 42.1	4.28	.695	1 .7	1 .7	26 17.1	60 39.5	64 42.1	4.22	.797
TOTAL						**4.28**	**.695**						**4.22**	**.797**
RELIABILITY C3 I had the opportunity to visit the historical area	0 0	0 0	28 18.4	59 38.6	65 42.2	4.24	.746	4 2.6	7 4.6	38 25.0	58 38.2	45 29.6	3.87	.979

Item	R1	R2	R3	R4	R5	Mean	SD	R1	R2	R3	R4	R5	Mean	SD
C4 I had the opportunity to visit the ethnic minorities (i.e., Baba Nyonya, minang, Portuguese and chetti)	0 / 0	0 / 0	35 / 22.8	60 / 39.5	57 / 37.5	4.14	.767	1 / .7	1 / .7	62 / 40.8	41 / 27.0	47 / 30.9	3.87	.889
C5 I able to visit handicraft sites	0 / 0	0 / 0	38 / 24.8	59 / 38.9	55 / 35.9	4.11	.777	6 / 3.9	14 / 9.2	57 / 37.5	47 / 30.9	28 / 18.4	3.51	.102
C6 I had the opportunity to watch multi-cultural art events, for example, *Dondang Sayang*.	0 / 0	1 / .7	35 / 22.9	64 / 42.1	52 / 34.0	4.10	.770	2 / 1.3	8 / 5.3	64 / 42.1	38 / 25.0	40 / 26.3	3.70	.963
TOTAL						**4.14**	**.634**						**3.73**	**.701**
RESPONSIVENESS C7 Employees always assist customers who are in the midst of being bullied by beggars.	0 / 0	0 / 0	23 / 11.9	64 / 32.2	65 / 33.7	4.28	.711	1 / .7	1 / .7	37 / 19.2	59 / 30.6	54 / 28.0	4.08	.826
TOTAL						**4.28**	**.711**						**4.08**	**.826**
ASSURANCE C1 Local condition and climate are convenient	0 / 0	0 / 0	26 / 17.0	65 / 42.8	61 / 39.9	4.23	.723	1 / .7	1 / .7	24 / 15.8	67 / 44.1	59 / 38.8	4.20	.772
C8 Less noise pollution produced by vehicles and human	0 / 0	0 / 0	28 / 18.4	63 / 41.4	61 / 40.1	4.22	.736	1 / .7	1 / .7	29 / 19.1	68 / 44.7	53 / 34.9	4.13	.783
C9 No unpleasant odor	0 / 0	0 / 0	25 / 16.4	63 / 41.4	64 / 42.1	4.26	.723	0 / 0	4 / 2.6	39 / 25.5	63 / 41.1	47 / 30.7	4.00	.819
TOTAL						**4.2**	**.68**						**4.09**	**.71**

						8	**1**							**9**
EMPATHY C10 Cleaned and fast flow water meet customers' needs	0 0	0 0	25 16.4	58 38.2	69 45.4	4.29	.734	1 .7	1 .7	38 25.0	61 40.1	51 33.6	4.05	.820
TOTAL						**4.29**	**.734**						**4.05**	**.820**
TOTAL MEAN **MEAN GAP**	0.18					**3.89**	**.419**						**3.71**	**.498**

DISCUSSIONS

Overall, this study has met each of the stated objectives. The descriptive analysis is an anomaly approach where the propensity of measuring the quality of one form of indicating the standard and avid services. The provision of services, facilities and environments quality heads for better customer satisfaction and increase the likelihood of the customers to revisit the destination. The tantamount of memorable experience the customer had might be bringing back to their home country and spread the good things about the destination they had visited. Therefore, the general understanding must be broadening into other perspectives for example quality measures that are more salient. The implication from this research offers views from guest perspectives from expectation and perception which ultimately contribute to their satisfaction. The results show that the initial expectation of guests plays a major role and should be emphasized in determining customer satisfaction.

With vital findings from the results, we conclude that the feeling of complacent and assumption by the chalet and resort owners are due to misjudgment and only cursory action towards their tourism businesses. It is also interesting to note that the entrepreneurs have not had any researcher conducting a study on their premises or any research projects specifically measuring the quality aspect. Therefore, the findings of this study have brought into important implication and usefulness for proactive action towards recuperation processes for all aforementioned studied factors. The implication of gaining lodging experience from the guest feedback would determine the impact of the overall tourism experience in the location of the study. The participation by the involvement of guest in the study brought into description and visualization form the senses. However, the most pivotal element was the immersion of research subject with the overall experience (Knutson, Beck, Kim, & Cha, 2008). This whole experience enriches the findings no matter how sincere and vivid the feedback was.

Comfortability of the provided accommodation such as hotels, chalets, and lodges are crucial factors in attracting tourists to one country. These accommodations are essential as this will impetuously determine whether the traveler will stay longer or shorten their visit. The impact of this condition will contribute to the image of a particular country when they bring back all the experience back to their home country. The experience encountered by the visitors about the country will spread rapidly through myriad mass media or any form of communication. If the good rapport gaining by such lodging providers consequently would prompt travelers to stay longer in the country, allowing the surrounding business to grow and expand. The construction of hotels and lodging services in towns or villages across the country supports

the country's mission to boost the tourism industries. Therefore, the establishment of lodging facilities should consider the customer needs as well as aesthetical values that able to attract them visiting such locations.

In fact, among the major factors of tourists visiting specific countries are the availability of infrastructure facilities such as transportation and communication. In recent years, there are also plausible factors pertaining to how safe the countries are, particularly when it regards to terrorism issues. The deleterious result of those issues places such as risk into a jocose visitor in a somber mood for traveling. The purpose of tourist in traveling to other countries because they require comfort and peace of mind. The lack of quality on the studied factors would debilitate them to the point where they would not continue exploring the richness and beauty of such countries and fervid enthusiasms for traveling. Therefore, the government should complement the existing services, facilities, location (i.e., flora and fauna ecosystem, safety, and transportation) especially to facilitate tourists to reach the destination. The task of providing the aforementioned factors will be more effective if the government regularly monitors the entrepreneurs business that is assigned to equip with all necessary needs.

Despite the fact that the enormous issue pertaining to terrorism, a country must ensure that its visited destination is secured and safe for travelers. This is important for the image and places interest in travelers chosen a destination. It is symptomatic of some countries that alleged terrorist activities occurred generalized the overall security of such country. It is also imperative to highlight in the study is that the safety and assurance factor when regards to global issues in fighting terrorism. It also should be noted , however, all the previous studies on SERVQUAL dimension, to the best of the researcher knowledge, have not been given great attention by scholars on the safety factors while this factor is a very important aspect of a person who wants to go on a solo or family trip (Rosniza Aznie, Ahmad, Abdul Rahim, Rosmiza, Novel, & Mohd Azlan 2012). This study propagates the important measure of a safety issue as a possible concern for foreign travelers. It appears as one of the critical areas in tourism studies as a global issue in recent years and needs to be carried out precociously with sensitivity and ethical approaches.

On the premise that the quality factors (service, facility, and location) were being sought from the analysis, we established that the mentioned factors must concurrently improvise up to the standard and customer expectation. Consistent with findings by Kiange (2011), we discovered that the perception for all the quality factors was indicated lower than expected. It should be noted from the literature; however, limited studies were found using a qualitative approach and this has motivated the future study to explore the possible explanation. The result would importune in a possible way for the image and business of the chalet and resorts entrepreneurs.

4. CONCLUSION

This paper seeks to address the importance of knowing the expectation of the quality of services, facilities, and environment according to SERVQUAL dimensions in achieving guest satisfaction. The lack of awareness in understand guest perspectives on the experience they had with the services would determine their satisfaction. The lackluster performance of the tourism business in the studied population will lead to the loss of the customer. Hence, expectations and desires are essential in knowing the quality provided whether they are able to provide satisfaction or not yet achieve maximum satisfaction. Notably, each of these qualities is also measured in five dimensions: physical evidence, reliability, responsiveness,

assurance and empathy to evaluate the quality of the service, facility, and location. This dimension demonstrates that all the requirements in the quality have been fulfilled which can provide customers satisfaction. The needs and expectation of the tourist from their lodging experience are the rudimentary aspects to fulfill their need-based expectation when visiting a destination. The first impression always determines the expectation; however, the actual experience is the salient factor to determine the quality served by the entrepreneurs and might as well receive impromptu feedback for corrective measures.

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