

VISITOR SATISFACTION OF KANCHONG DARAT HOMESTAY, SELANGOR – A CASE STUDY

**Shree Bavani, Noor Fizilah Lehsius, Jum'adi Sangka, Albattat Ahmad,
Arfah Kassim and Razali Ibrahim**

School of Hospitality & Creative Arts,
Management and Science University, 40100, Selangor, Malaysia
dr.battat@gmail.com

ABSTRACT

Homestay development has become one of the most important agenda in Malaysia. The importance of homestay in tourism industry has drawn many scholars' interests to understand the factor that influences the visitors to stay in the homestay. The purpose of this research is to study the visitor satisfaction and factors influencing their decision to visit homestays in general, and Kanchong Darat Homestay in specific. To undertake this study, quantitative research methods were utilized. Data was gathered using questionnaires as data collection instrument in September 2015 at Kanchong Darat Homestay and analyzed using SPSS 17. Visitors were chosen at random by simple random sampling. The finding of the study shows that the quality of facilities and services have a positive impact on visitors' satisfaction to the homestay. Via the study, the homestay was also found to be in need of stakeholder action to improve visitor satisfaction, enhance the infrastructure, safety, and services. This study found that the marketing campaign for the homestay was very weak and needed improvement. Based on the research findings, it is highly recommended that homestay should be promoted aggressively in collaboration with government campaigns and private sector outsourcing activities. Moreover, facilities and the quality of services must be upgraded through continuous improvement and training, and aspects such as security, awareness, communication with foreign visitors, and enhance the infrastructure must be improved. This study could be used as a guideline and encourage other researchers for further studies.

Keywords: Visitor, Satisfaction, Homestay, Kanchong Darat, Malaysia

INTRODUCTION

Homestay is a form of tourism where it enables visitors to stay with the host families to learn about their tradition and culture. It is sometimes used by people who wish to improve their language skills and become familiar with the local lifestyle. The homestay programme in Malaysia was introduced by the Ministry of Tourism in 1988 as a strategy to vary the country's tourism products by offering alternative accommodation facilities for the tourists. Amran Hamzah & Hairul Nizam Ismail (2003) asserted that homestay is a form of accommodation whereby tourists will get the chance to stay with the chosen house-owner or host, communicate with them as well as go through the family's daily routine which enable the tourists to have a live-in experience of Malaysian cultures. Tourist arrival by country nationality from 2013 until 2015 identify that Malaysia has been visited by many international tourists as a famous holiday destination. Tourism Malaysia statistics showed an increase in arrivals for the first quarter from 2.38 million tourists in 2013 to 2.52 million tourists in 2014, with a growth rate of almost 6.3 %. Overall, the January until March tourist arrival season showed the same result that increases in the span from 2013 to 2014 with 10% increase, but decreased to 8.6 % for the same period of 2015. The reasons maybe caused by several crisis and accidents which occurred in Malaysia such as: issue of missing flight MH370, the blast of MH17, Sabah kidnapping, the issues between Malaysia and Philippines and the Sabah earthquake.

METHODOLOGY

Methodology used to achieve the research objectives of this study. Researchers collect secondary data from published journals, articles, press release and books that related to this study. The results of previous studies showed that all of the domestic tourists are satisfied with the aspects of facilities, safety and services in the homestay programme. This study is pivotal to the stakeholders in the homestay programme; they could know the exact desire of the domestic tourists toward the quality of the homestay services and facilities provided. The main purpose of this study is to examine the relationship between tourists satisfaction to Kanchong Darat Homestay. The respondents for this study were Malaysian and international visitors to this homestay. The instructions and particular details about the research as well as the aim of the study and the purpose of the survey had been stated in the information sheet attached to the survey questions. It has also been stated that participation was voluntary and respondents' information gathered from the survey would be kept confidential. The number of survey distributed was 150, and the usable for analysis was 139 survey questionnaires. The survey had been conducted in August 2015. Simple random sampling method was used to collect data the research. It is a method that considered all elements in the population where all the elements have equal chance to be chosen (Sekaran & Roger, 2013). Data collected were coded and analysed using SPSS 17.0. Prior to undertaking an analysis of the data, reliability scores were calculated to measure the strength of the data collected. The reliability of the results collected was tested using the Cronbach's coefficient alpha test. Paragraph should start here. (Sentence Case, size 11, Justified, Single Spacing)

Theoretical Framework

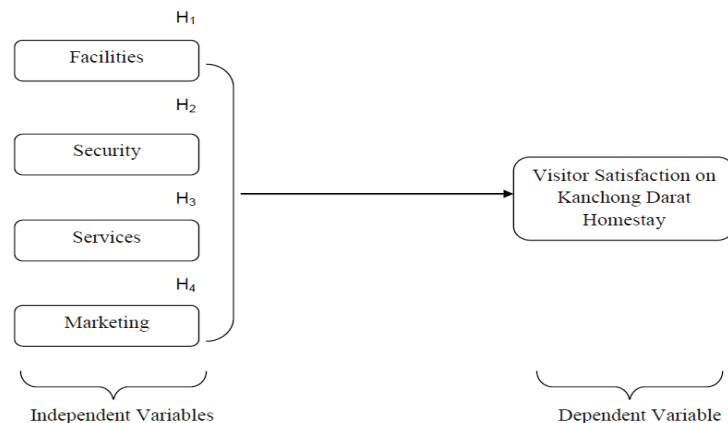


Figure 1. Factors Affecting the Visitor Satisfaction in Kanchong Darat Homestay

RESULTS AND DISCUSSION

The results are based on quantitative study findings. There are three main sections that had been asked in the questionnaires. The first section provides the tourist's profile and travel information of the respondents. The second section presents results on the respondents' assessment on Kanchong Darat Homestay with 26 attributes to be considered. The demographic information at third Section had eight factors that are considered. The quantitative results are obtained from the descriptive statistics by using Frequency Analysis. This is undertaken as most of the items asked in the questionnaire are categorical. Finally, the last section addresses the results of testing the proposed research hypotheses in terms of correlation analysis by using Pearson Correlation matrix Analysis, multiple linear regression analysis.

The results showed that the alpha coefficient for each factor of the independent variables is more than 0.75. According to Nunnally (1978) psychometric theory, alpha readings near 0.9 represent highly consistent scales while those with scores near 0.75

reflect moderate levels of consistency whereas alpha values below 0.3 levels indicates that the items have little in common. From the results shown, it is therefore clarified that the developed scales in this study are reliable and in fact practically consistent than in a just moderate levels. Thus, this research is qualified to be proceeded for further analysis. All the values of the variables above (visitor satisfaction to Kanchong Darat Homestay, security, service and facilities) have values exceeding the alpha value 0.75, which suggests and verifies that the variables are reliable. Visitor satisfaction to Kanchong Darat Homestay has a value of 0.836, security with 0.869, and service with 0.890 and facilities with 0.851. All the values are near 0.9 so they are highly consistent. The marketing variable was not analysed as it was not measured using Likert Scale. Marketing is tested in the ANOVA and other tests. However using this test, the reliability value is -0.745 is due to negative average covariance. This defies the reliability test alpha value thus the importance of this variable is supported in Pearson Correlation test.

CONCLUSION

Findings of the study suggest that all of the attributes proposed in the model had significant impacts on the visitors' satisfaction of Kanchong Darat Homestay. This study showed that the quality of services, which include facilities, security aspects and service aspects, in Kanchong Darat Homestay have contributed to the number of domestic and international visitors to the homestay. All three aspects have satisfied visitors and the management's role in this is vital. The findings from this research refine other studies like Wall and Long (1996), Hussin & Mat Som (2008), Yong (2004 & 2010), Hatton (1999), Kayat & MohdNor (2005), Mapjabil & Che Ismail (2012), Peaty (2009), and Jamaluddin, et al. (2012). The homestay operators need to ensure they create satisfaction in visitors from the beginning till the end of visitor stay at the homestay. Security need more efforts to be enhanced especially in guarding, lighting around the area and the provision of parking spots for guests' cars. Operators should pay more attention in communicating effectively with the visitors and take efforts to reduce language barriers. Also, more attention on keeping the toilets clean and ensuring the condition of facilities like television, refrigerator, mattress and beds would in turn increase satisfaction of visitors. Marketing was found not to be very significant in this study and in this aspect; the government and other agencies could help in this matter and promote homestay aggressively in collaboration with private sectors. Moreover, facilities and quality of services can be upgraded through continuous housekeeping courses and maintenance which all parties should collaborate together. Recommendations to improve and promote with intensive marketing such as own website, Facebook, Twitter, Instagram and others are put forward in order to further the development of Kanchong Darat Homestay.

REFERENCES

- ABDUL. R., HADI. M.Y., MUSTAFA. M.Z., (2011). *Local community participation in Homestay program development in Malaysia*. Vol 7, No12, Pp: 1418-1428.
- ADDAL. M.M. (2011). *The important of customer service in the banking industry: The case of eco bank Ghana limited*. PG 3023109, Pp: 1-84.
- AHMAD. A.J. ABDUL RAHMAN.A.Z.A. ALI.K.J. KHEDIF.B.V.L. BOHARI.Z. KIBAT.A.S. (2014). *Social entrepreneurship in ecotourism: An opportunity for fishing village of Sebuyau, Sarawak Borneo*. Vol.1. P.TOC-38.
- AL-ABABNEH. M. (2013). *Service quality & its impacts on Tourist Satisfaction*. Interdisciplinary Journal of Contemporary Research in Business Vol.4, No.12.
- ALMOSSAWI.M.M. (2012). *Customer Satisfaction in the Mobile Telecom Industry in Bahrain: Antecedents & Consequences*. Vol4.No 6: Pp 139-156.
- AZIZ. A.A. KIAN. L.L. MAHDZAR. M. (2006). *The attractiveness of Seri Tanjung Homestay as a tourist destination: A study on enhancement*. Pp. 1-101.
- BAKER.A. MC.D. (2013). *Service quality & customer satisfaction in the Airline Industry: A Comparison between legacy Airlines & low cost airlines*. Vol.2. No.1.Pp.67-77.

- BHUIYAN. H. SIWAR. C. ISMAIL. M.S. (2013). *Socio economic impacts of Homestay Accommodation in Malaysia: A study on home stay operators in Terengganu State*. Vol.9. No.3.
- CASIELLES, R. V., ALVAREZ, L. S., & MARTIN, A. M. D. (2005). Trust as a key factor in successful relationships between consumers and retail service providers. *The Service Industries Journal*, 25(1), 83-101. <http://dx.doi.org/10.1080/0264206042000302423>
- CHEN, C.F. & TSAI, D., (2007), How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28, 1115–1122.
- CRESWELL, J. (2012). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (4th ed.). Upper Saddle River, NJ: Pearson Education.
- FLAMBARD-RUAUD, S. (2005). Relationship marketing in emerging economies: some lessons for the future. *Vikalpa*, 30(3), 53.