

Customer Satisfaction Towards Genting Highland Resorts in Malaysia

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Abstract: Genting Highland resort is the comprehensive holiday destinations. It has been touted as the City of Entertainment. Many foreign and local tourists like to visit the resort. Therefore, this study focuses on evaluating the customer satisfaction towards Genting Highland Resort. This research looked into how satisfied the customers are with the resort performance. Descriptive study has been done as a technique to examine the customer satisfaction. The major findings of the study show that most of the customers are satisfied with the skyway services as well as its rate, theme park and entertainment services, but the customers are not satisfied with the variety of games and sports and international showroom. The results of the analysis also show that most of the respondents are contented that it is a convenient and easy to get into Genting Highland Resort. Finally, customers are satisfied with the overall performance of this resort.

Key words: Customer satisfaction, genting highland, tourism, malaysia

INTRODUCTION

Malaysia is one of the most pleasant, hassle-free countries to visit in South East Asia. Last two decades the sustainable economic growth and political stability have made it one of the most buoyant and wealthy country in the region. Malaysia has a pluralist culture based on a vibrant and interesting fusion of Malay, Chinese, Indian and indigenous cultures and customs^[1].

Genting Highland is a man made wonder born out of an ambitious idea and a conceptual plan developed in 1965. It had a humble beginning with just one hotel and a casino, which was the main attraction. Substantial investments have been injected to improve its infrastructure and constructed hotels, recreational and amusement facilities and outdoor and indoor theme parks. Presently, it stands proud as the region's premier resort, boasting the only casino in the country and a fun destination for the whole family^[2]. It is a comprehensive holiday destination offering wide range of entertainment. The resort offers accommodation to suit every budget and taste. There are five hotels (Genting Hotels, Highland Hotel, Resort Hotel, Theme Park Hotel and First World Hotel), two apartment blocks (Ria and Kayangang) and Awana Genting Golf and Country resort. As a resort, it's also offers numerous activities to meet the varied tastes of holiday markets. Genting Highland resort has an indoor theme park, a showroom with international class acts, outdoor activities and a world class casino De Genting. Virtual reality is an exciting and uniquely offered in Genting Highlands Resort^[3].

The significance of this study may be summarized in the following paragraphs. An understanding of the service provider and customer relationship should be a key priority as firm seeks ways to manage customer relationship in the long-term. Therefore, this study focuses on customer satisfaction by identifying causal links between satisfaction evaluations and future service usage. The primary contribution of the study is an understanding of how services usage changes over time and how customers' view of satisfaction affects their future usage of services. This study also examines how customers utilize price and usage and over time update their evaluations of satisfaction.

The specific objectives of the study are

- Customer satisfaction towards the skyway services and rates
- Customer satisfaction towards hotel and apartments
- Customer satisfaction towards the entertainment and leisure offered by Genting Highland resort.

Antonides and Van Raaij^[4] stated that besides making profit, customer satisfaction with products and services is a primary objective for many products and for other producers. The customer satisfaction examines the company's knowledge of the customer, overall customer service system and responsiveness to meet requirement and expectation. Solomon^[5] stated customer satisfaction or dissatisfaction is determined by the overall feelings or attitude a person has about a product after it has been purchased. Peter and Olson^[6] argued that if customers are

satisfied with a product, service, brand or price, then they are more likely to continue to purchase it and tell others of their favourable experience.

Ruth N. *et al.*^[7] conducted a study on customer satisfaction and suggested that customers usage levels can be managed through pricing strategies (to maintain a customer perception of fairness in the exchange and to increase or decrease usage levels to maximize long term profitability), communications (to influence customer normative expectations of price, usage and/or performance) and more generally dynamic customer satisfaction management. Prevo, O. *et al.*^[8] investigated the mediating role of psychosocial benefits in the customer satisfaction or dissatisfaction formation process. This study focused on the relationship on specific functional benefits within a customer satisfaction framework. Milind Panandikar^[9] stated that Malaysia is a fabulous place to visit with economical 5 star hotels, great food, very reasonable shopping and cheap mode of transportation that is taxis. Nikith Parekh^[10] stated that visiting Genting highlands resort should be a must for every traveler visiting Kuala Lumpur. It is only need 1 hr and 15 min driving to go to this place. If tourists are a family with kids then it is right place for unlimited pure fun for the entire family.

Chistina Chan^[11] stated that first time she traveled to Genting without going through travel agent tour package she enjoyed the freedom in terms of the time to arrive and to leave Genting highlands resort. It is easy to take bus from Singapore to Kuala Lumpur and to connect a shuttle bus from KL bus terminal to Genting skyway terminal and then take cable car up to Genting highlands resort. Clarence Sau^[12] stated that basically the main attraction up in Genting highlands resort is the theme park (outdoor and indoor), the well known casino and of course the fresh air in the clouds. Bruce Newton^[13] commented that unfortunately the weather was very poor during the trip with visibility due to fog down to a few meters for the entire two days. This restricted any outdoor activities. However, hotel has sufficient indoor attractions to keep ones interest up. Wan Kwan Lam^[14] went to Genting highlands resort during the peak period that was charmed. The people were packed all over, be it the hotel, malls, or restaurants.

Hoshang Netarwala^[15] recommended that Genting highlands resort is worth a visit especially during the off season and is far better value for money than Sentosa at Singapore, which offers similar facilities. Colin Chin^[16] indicated that theme park was average and the casino was packed. It is good that they have separate smoking and non-smoking section but lot of work needed to keep up international standards. Even attitude of staff need to be improved.

MATERIALS AND METHODS

The research design is the basic framework of the whole study and it does provide a guideline for specific types of information's. Descriptive research design refers to the transformation of raw data into a form that made it for the study to understand and interpret. Structured questionnaire was used to collect the necessary study whereby it has served primary data to answer the research questions and objectives containing to tourism industry.

Total 200 sample size is selected to collect questionnaire from responded. The data collection method was included the mailing, electronic-mailing and return of self-administrative survey questionnaire with personal interview. The questionnaire consists of 33 questions, which is open and close-ended question. The close-ended questions consist of dichotomous question, multiple-choice question, Likert scale question and graphic rating scale. Dichotomous questions are suggesting only answer either yes or no. Multiple choice question that offered respondents a list of question which required them to select closest to their view and Likert scale indicated to responded about their attitude by checking how strongly they agree and disagree with constructed statements that range from very positive to very negative. There are four major research questions were developed for this study these are as follows: a) customers are satisfied with the skyway services and rates; b) customers are satisfied with the hotels and apartments; c) customers are satisfied entertainment with theme park; and d) customers are satisfied with the choice of foods available in Genting highlands resort.

RESULTS AND DISCUSSION

The results of the study showed that 45% of the respondents are male while 55% of the remaining respondents are female. Total respondents are categorized into four levels of age group, which include the range of age 20 and below, 21-40, 41-60, 61 and above years old. From the (Table 1) describe that majority respondents comprise 60.5% which are range within 21-40 years and indicating 34.5% female and 26% were male respondents. This is followed by an age ranging 41-60 years, which covered 21.5%. The remaining 13.5% respondents aged 20 and below and finally very small percentage 4.5% aged 61 years and above.

Frequency analysis is used to determine the percentage of local and foreigner who visited Genting Highlands. There are 82% respondents who were Malaysian and in which 45.5% female respondents and 36.5% male respondents. The remaining 18.0% respondents were foreigner, among them 9.5% female and

Table 1: Respondents demographic profile

Descriptions	Male (%)	Female (%)
Sex	45	55
Age:		
20 and below	4.0	9.5
21-40	26.0	34.5
41-60	13.5	8.0
61 and above	1.5	3.0
Nationality		
Malaysian	36.5	45.5
Foreigner	8.5	9.5
Occupation		
Student	9.0	18.0
Professional	12.5	10.0
Executive	12.0	13.0
Other	11.5	14.0

8.5% male respondents. Based on occupation 27% were students 22.5% respondents were professional 25% respondent were executives and finally remaining 25.5% respondents from various occupations (Table 1).

Skyway service and rates: The highest percentage of the female respondents who had ridden skyway before felt the skyway services which were fair while the highest percentage of male respondents felt the skyway services were good. 22.5% female respondents felt the service were fair who had ridden skyway before while 12.5% male respondents felt the service were good. 6.5% female respondents felt the service were good and the lowest percentage (1.5%) of the female respondents felt the skyway services were poor. On the other hand 11.5% male respondent felt the service is fair. In terms of skyway rates the highest percentage of female and male respondents indicated skyway rate was average, which are caring 17.5 and 13.5%, respectively female and male. The lowest percentage female respondents (1.0%) said skyway rate were cheap and (12.0%) female respondents felt the service were expensive, while the lowest percentage male respondents (10.5%) felt skyway felt skyway service were expensive.

Resort apartments services: Most of the respondents stated that they had stayed in Genting Highlands Resort hotel or apartments before. Among the all respondents there are 39.5% female and 30.5% male respondents was stayed in the resort hotel or apartments before. The remaining 9.5% female and 5.0% male respondents were not stayed in resort before. Out of 39.5% female and 30.5% male respondents there are 26.5% female and 20.0% male respondents felt the hotel and apartment service was fair and it was highest percentage of respondents. The remaining 10.0% female and 7.5% male respondents felt the rates were good. 20.0% female and 12.0% male

Table 2: Customer opinion towards genting highlands resort

Descriptions	Male (%)	Female (%)
Skyway Services		
Good	12.5	6.5
Fair	11.5	22.5
Poor	--	1.5
Skyway Rates		
Expensive	10.5	12.0
Average	13.5	17.5
Cheap	--	1.0
Apartment Services		
Yes	30.5	39.0
No	5.0	9.5
Apartment Rates		
Expensive	17.0	19.0
Average	12.0	20.0
Cheap	1.5	--
Variety of Entertainment and Leisure		
Strongly Agree	5	14
Agree	12	26
Uncertain	45	46
Disagree	9	11
Variety Choice of Foods		
Strongly Agree	11	24
Agree	32	28
Uncertain	23	42
Disagree	5	3

respondents felt the rate was average. On the other hand 19.0% female and 17.0% male respondents feel it was expensive. The lowest percentage belongs to 1.5% male respondents feel that the rate was cheap (Table 2).

Customer entertainment with theme park: Both male and female respondents of this study, expressed preference for indoor and outdoor games offered by the theme park. About 21.5% female and 17.5% male respondents liked both indoor and outdoor game. 14.0% female and 11.0% male respondents preferred outdoor games, which indicated second highest. 7.0% female and 3.5% male respondents who prefer either indoor or outdoor game offered in the theme park. Finally only 4.0% female and 1.0% male respondents prefer indoor games offered in the theme park.

Choice of food: The highest percentage of female respondents 42% they are agree to say variety food were good in Genting highlands resort. On the other hand highest percentage male respondents said varieties food, which is offered by resort, is reasonable and this percentage is 32% and female percentage is caring 28% in this respect. 23% male respondents stated they are not agreeing regarding the variety food service. Finally 24% female and 11% male indicated negative opinion about variety of food in Genting highlands resort.

CONCLUSION

Results showed that most of the respondents strongly agreed that it was a convenient and easy to get

to Genting Highlands Resort. Genting Berhad owner built Genting skyway to accommodate the ever-growing number of tourists. The skyway fare was RM 3 one way for adults and children aged 3 to 11 from Goh Tong Jaya to Highlands Hotel and vice versa for the Genting skyway. About 34% respondent feels skyway services were fair and 31% respondents feels skyway rate was average. Results showed that respondents strongly agreed about variety choice of leisure and entertainment, which include theme park, sport and games, stars of arena, international showroom and casino. In addition, results indicated that most of the respondents (46.5%) showed opinion apartment service was fair and 36% respondents feel apartment rate was expensive. Regarding food most of the respondents indicated there is variety of food and fine dining restaurant.

Finally based on the respondents opinion overall customers are satisfied with skyway services and rates, the hotel and apartments services, rate and facilities, choice of foods available and the entertainment and leisure offered in Genting Highlands Resorts. Customer perception may change in future; today they are satisfied but tomorrow may not be satisfied. Therefore, need to improve its service to increase and maintain customers satisfaction. To achieve customer satisfaction some needful suggestion need to be followed properly.

Based on our results of the study several recommendations have to introduce for customer satisfaction. Cable car unit and increase the number of car park especially during the peak season to accommodate crowds visiting the resort. The reason for increasing the number of car park customer can save their time looking for one round. Resort should offer more variety of games in the theme park or upgrade game to more challenging ones so that customers would not be bored with games offered in the theme park. All those games always properly check to ensure properly functioning. Resort should add more variety choice of food especially vegetarian restaurants because there are many vegetarian customers visiting this place. Hotel or apartment service must maintain and upgrade to improve the facilities and service which provided hotels so that it can maintain the image and customer value. The room service ought to be prompt and without delay require its service as per customer necessary.

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